

VIANT IDENTITY MANAGEMENT PLATFORM



Not all customers are created equal. The ability to find high value customers and continuously engage them with your brand is imperative to a successful marketing strategy.

Activate your customer data in **3 quick steps:**

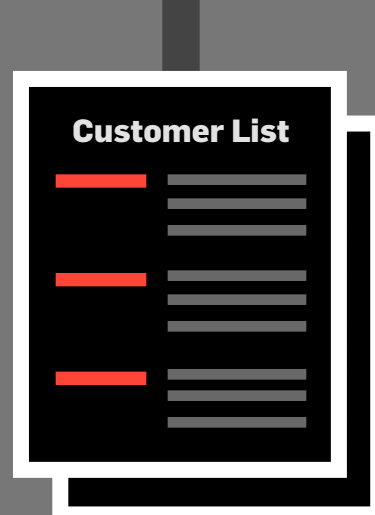
1

UPLOAD

Leveraging one of the largest pools of 1st party registered users, we allow you to engage with more consumers online.



Upload your first-party data



Upload into the Viant® Identity Management Platform

All data is MD5 hashed for security



2

SEGMENT

Known identity attributes are available for consumer segmenting, allowing you to easily create new audiences in seconds.

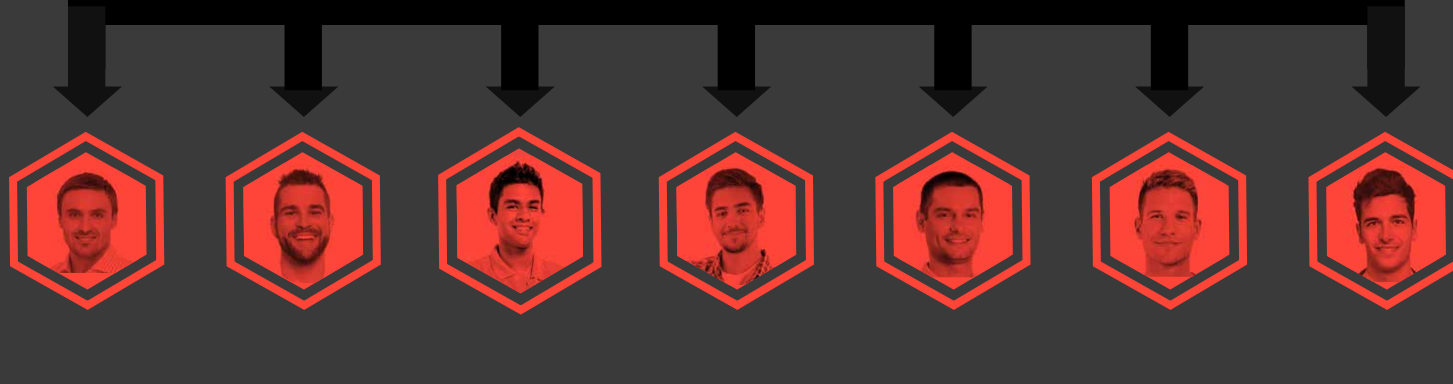
Audience insights are displayed in a simple interface



Your enhanced customer profiles



Option to expand your targeting pool by creating lookalike segments based on known customer attributes



3

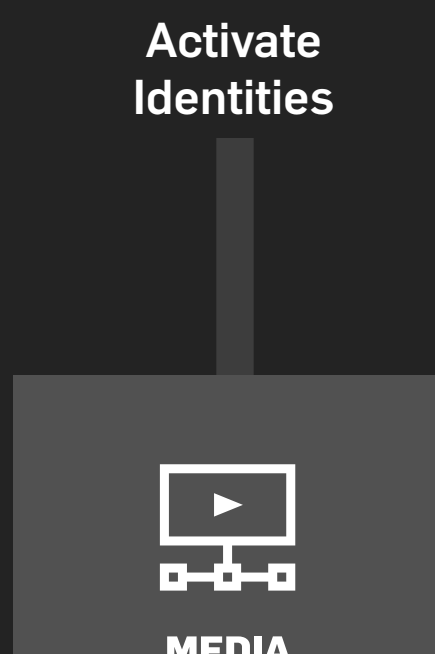
ACTIVATE

Integrated into the Viant Advertising Cloud™, you can seamlessly target consumers in our people-based Media Execution Platform or export to any of our partners.



Export Cookies (over 50 partners)

Activate Identities



Integrated people-based DSP

Execute campaigns and reach audiences across devices



For more information, visit viantinc.com

VIANT

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