

Deterministic IP Address, Mobile Device ID, Email, Physical Address Identity Resolution – powered by SPECIFIX.

Data-Dynamix is the *exclusive* provider of the SPECIFIX™ data platform. SPECIFIX™ data is used to graph target consumers' identity allowing you to reach current and prospective consumers on the devices that they use every day.



Why choose Data-Dynamix's Identity Resolution offering over other similar providers?

Features	Data-Dynamix	Other Data Competitors	Cookie Competitors
Connect Online Data with Location-Verified Physical Address	Yes	No	No
240,000,000 Nationwide Consumers with 70,000,000 Business Contacts – IP/ID/Email Identity Resolution in One Place Matched-and-Ready-to-GO	Yes	Maybe	No
Robust Deterministic Taxonomy	Hundreds of Graphed Segments	Maybe	No
Full Service Customer/Prospective Customer IP Address and/or Device ID Targeting <i>with</i> Media (live in about 5 business days with match back capabilities)	Yes	Maybe Via Themselves OR Partner DSP	Maybe via partner DSP that support their data segments limited to those with a cookie on their device
Graphing End Client CRM List: IP Addresses and/or Device ID shared for use via your own DSP or Social Platform	Yes, Data/DMP License Available	Most likely NOT shared OR Via Themselves OR Partner DSP	NOT shared OR limited to those with a cookie on their device via partner DSP that support their data segments
Prospective Target Customer List: IP Addresses and/or Device ID shared for use via your own DSP or Social Platform	Yes, Data/DMP License Available	You'll need to supply them with a target list beyond the CRM list plus additional data work	NOT shared OR limited to whomever might have the cookie on their device