

How can I use the identity resolution platform powered by SPECIFIX™ to improve my current product offerings?

Data-Dynamix is the *exclusive* provider of the SPECIFIX™ data platform. SPECIFIX™ is used to graph consumers based on their location-verified home addresses – allowing you to target current and prospective consumers on the devices that they use every day.

Specifix IP Address/Mobile Device ID Targeting Capabilities	Data-Dynamix Full Service (Includes Media)	Specifix License (Uses Your Own Media)	Other Competitors (Media may/may not be available)
Access to 240,000,000+ U.S. Adults across a robust taxonomy of hundreds of segments with <i>deterministically-graphed-and-ready-to-use</i> IP Addresses and Mobile Device ID's – NOT reliant upon cookies.	Yes	Yes	Need Multiple Sources to Replicate
Reach target consumers via their <i>location-verified</i> Home IP Addresses and/or Mobile Device ID's with Online/Native/In-App Display.	Yes	Yes	Need Multiple Sources to Replicate
Remarket Data-Dynamix acquisition email recipients with Online/Native/In-App Display – NO cookies needed.	Yes	Yes, via Data-Dynamix email	No
Blend Data-Dynamix acquisition email with Social.	Yes	Yes	No
Leverage End Client CRM/1 st party email/cookie data to reach current customers with <i>IP Address/Device ID-driven</i> Online/Native/In-App Display – NO cookies.	Yes	Yes	Need Multiple Sources to Replicate
Leverage End Client CRM/1 st party email/cookie data to assist with identifying unique prospective consumers with <i>IP Address/Device ID-driven</i> Online/Native/In-App Display – NO cookies. Suppress current customers for acquisition-focused campaigns.	Yes	Yes	Need Multiple Sources to Replicate and Only if you purchase another acquisition file for matching
Leverage End Client CRM/1 st party email/cookie data to reach current customers with <i>Device ID-driven</i> Social Media segmentation.	Facebook/Instagram	Yes	Yes
Leverage End Client CRM/1 st party email/cookie data to assist with identifying unique prospective consumers with <i>Device ID-driven</i> Social Media segmentation. Suppress current customers for acquisition-focused campaigns.	Facebook/Instagram	Yes	Only if you purchase another acquisition file for matching
Match-back to the original IP Address/Device ID list for sales/lead attribution.	Yes	Yes	Need Multiple Sources to Replicate
Digital Advertising Alliance (DAA) Principles Compliancy	Yes	Up to your organization/DSP to uphold	Depends on the media partner