How the Private DMP Helped Adality Identify and Match 70 Million Offline and Online User IDs

> "The Private DMP allowed us to seamlessly onboard offline and online data, sparing us the need to develop our own in-house solution. This saved us from an excessive workload and we reached results much quicker."
>
> Christian Vennemann, Managing Director at Adality

THE CHALLENGE

Adality is a Bertelsmann's advertising data solution and seasoned German media giant that saw an opportunity in using real-world offline data to help advertisers and marketers reach their targeted audiences in an easy, fast and reliable way.

When Adality looked for the technology to match their online and offline users, onboard over 70 million user profiles and seamlessly deliver user segments to data exchanges, DSPs, DMPs and direct data buyers, they realized a traditional third-party platform would not give them enough control and flexibility to achieve their business goals.

THE SOLUTION

To build a solution this demanding in-house would require an amount of time Adality was not willing to spare. The ShiftForward's Private DMP arose as a partner of choice, since it meets their scale needs and lives up to the German data protection law high standards.

The Private DMP quick and seamless deployment and easy integration with Adality's data sources ensured their onboarding and data exchanging features were running in less than a month. Therefore, Adality was now capable of crossing online and offline information in a fast and simple way and could convenient and swiftly make it available for others.

THE RESULTS

Adality's adoption of the ShiftForward Private DMP quickly turned into results:

MARKET SHARE
The Private DMP helped broaden their market share, since Adality can now help companies that want online and offline data, which accounts for the vast majority of business nowadays.

DATA VALUE
Adality enriched their value proposition through the ownership of the offline to online matching data, allowing them to cut middle-men and have full control over their data sources quality and relationship.

REVENUE STREAMS
The Private DMP created new revenue streams from the enrichment of its existing product that still complies with the strict German legislation.

DATA SOURCES
It allowed Adality to have renewed insight into the value of its data sources, with new essential customized reports built thanks to the Private DMP's customizable attribution models.