



# Signal and Tapad Partner To Expand Customer Reach Across Devices

Partnership combines customer connections and cross-device scale to deliver more strategic customer insights

SYDNEY, Australia -- March 17, 2017 -- Signal, the global leader in customer identity, today announced a partnership with Tapad, the leading provider of unified, cross-screen marketing technology solutions. This global integration extends device connectivity for Signal's clients across North America, APAC, and EMEA by leveraging Tapad's proprietary Device Graph™.

With Signal's Customer Identity Solution, brands benefit from more visibility of known customers, lower costs to reach those customers, and decreased expenses and data loss that often results from using multiple vendors. Integrating with Tapad's Device Graph™, which connects billions of devices, enables Signal clients to build an even broader view of their known customers across multiple devices.

This integration combines Signal's customer identity scale with Tapad's device scale to expand the reach of addressable media channels and enhance customer journey insights across touchpoints. Tapad and Signal were able to drive incremental device connections for more than 65 percent of customer profiles, linking an average of 6.8 browsers and devices per customer. With this combined data set, Signal clients can expand their authenticated view of a customer to all associated devices and realise more strategic insights into their high-value users.

The partnership also allows Signal's clients to integrate in real-time with Tapad's media platform, Unify. This proprietary technology enables advertisers to make real-time activation and buying decisions with maximum scale, as well as automated reporting and measurement.

"Continuously recognising customers across devices instantly and in a privacy-safe way is essential for marketers to stay competitive," said Marc Kiven, Founder and CRO, Signal. "We are thrilled to enter this unique, global partnership with Tapad, enabling our clients to access their technology and more effectively reach customers in real-time and at scale."

"Being able to leverage a persistent view of customer connections across devices is a huge challenge for brands," said Pierre Martensson, SVP and GM of Tapad's global data division. "With Tapad, Signal is now able to connect with the billions of existing data points in our Device Graph™ to help clients better understand customer behavior and realise even stronger customer engagement."

## About Signal

Signal is the first and only Customer Identity Solution for the enterprise. Signal's platform offers an independent identity solution for brands that transforms the customer experience by connecting an always-active profile to customer engagements across all human, physical, and digital touchpoints.

Today, Signal's technology runs on more than 45,000 digital properties in 158 countries. The platform facilitates billions of data requests monthly, supporting top brands around the world that generate more than \$1.5 trillion in commerce, including Allstate, Audi, Crate & Barrel, GAP, JetBlue Airways, 1-800-Flowers.com, Starcom MediaVest Group, Starwood Hotels and Resorts, and many more.

Signal has been recognized with numerous awards and honors, including being named one of the fastest growing companies on the 2015 and 2016 Inc. 500 lists. Visit [www.signal.co](http://www.signal.co) to learn more and follow Signal on LinkedIn and Twitter.

## About Tapad

Tapad Inc. is a marketing technology company renowned for its breakthrough, unified, cross-device solutions. The company's signature Tapad Device Graph™ connects millions of consumers across billions of devices. The world's largest brands and most effective marketers entrust Tapad to provide an accurate, privacy-conscious, and unified approach to connecting with consumers across screens. In 2015, Tapad began licensing the Tapad Device Graph™ and swiftly became the established gold-standard throughout the ad tech ecosystem. Tapad is based in New York and has offices in Atlanta, Boston, Chicago, Dallas, Detroit, Frankfurt, London, Los Angeles, Miami, Minneapolis, Oslo, San Francisco, Singapore and Toronto. Tapad's numerous awards include: Forbes' Most Promising Companies, Deloitte's Technology Fast 500, Crain's Fast 50, Entrepreneur 360 "Best Entrepreneurial Companies in America", SmartCEO Corporate Culture Award, TMCnet Tech Culture Award, Global Startup Award's "Startup Founder of the Year", Digiday Signal Award, iMedia ASPY Award and a MarCom Gold Award. Tapad was acquired by the Telenor Group in 2016. Telenor is

one of the world's largest mobile operators with 214 million subscribers in 13 countries.

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