



# Cross Device Leverage Guide

## What is Cross Device?

Cross Device is the ability to recognize and connect multiple devices that belong to the same user. This connection is made possible through deterministic and probabilistic machine-learning technologies.

### Deterministic Matching

A direct 1:1 relationship, typically based on logins.

*Ex. John logs into Chrome on both his Samsung Galaxy and MacBook Pro—both devices are linked deterministically.*

### Probabilistic Matching

A more complex method that ingests billions of tracking events, such as:

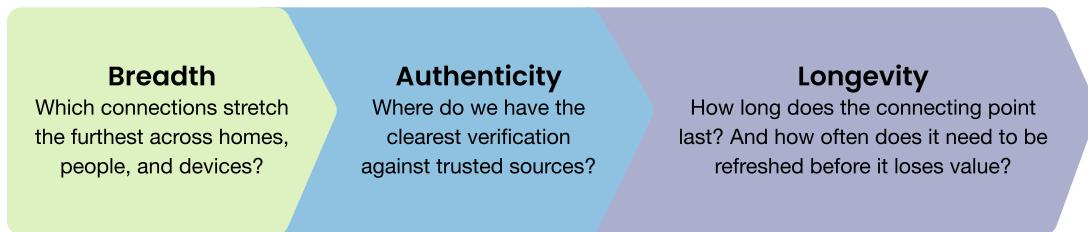


These data points are used to build **device graphs**, connecting multiple devices with high confidence.

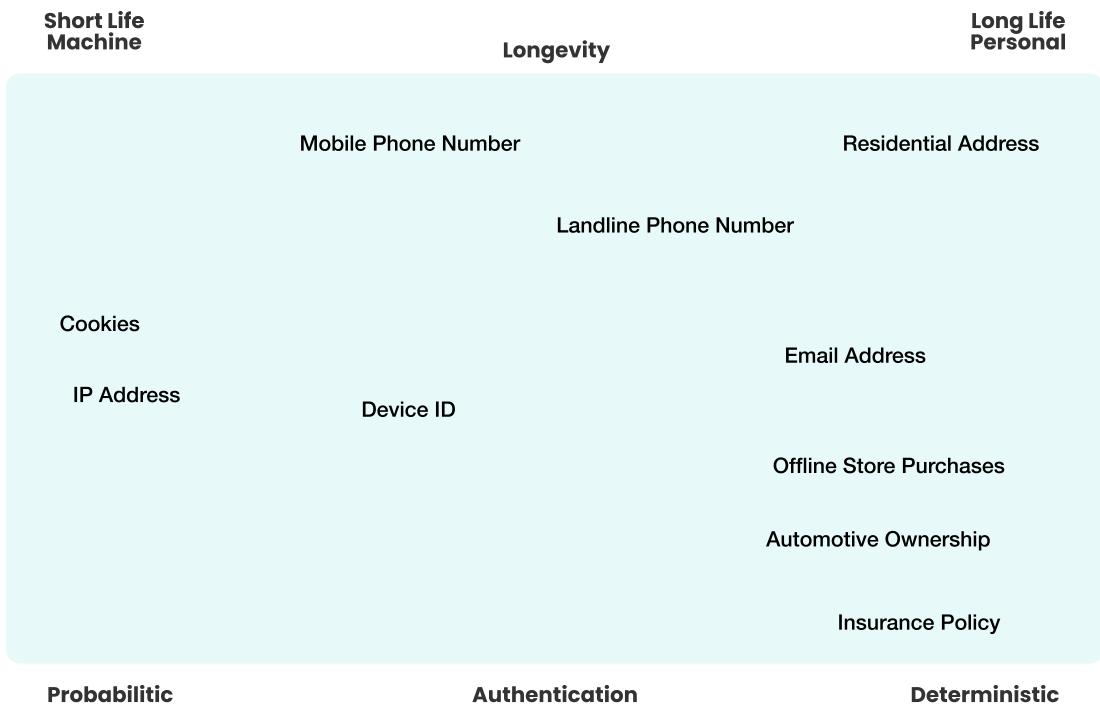


# Not All Data is Created Equal

## Evaluation Criteria for Data Matching Connector Points



## Application Map of Data Matching Connector Points



## What is Not Cross Device?

Not every identifier is reliable enough to connect devices.

*Ex. Using only an IP address is insufficient.*

- The **Media Rating Council (MRC)** states that IP addresses lack the quality, granularity, and stability to create accurate audience “uniques.”
- **CIMM** confirms IPs are only useful for **household-level matching**, not individual-level.

Even industry leaders like **The Trade Desk** highlight the challenge in the first slide of their IAB Tech Lab's Data Responsibility report,: “Cross device is really hard.” There's no shortcut—robust, multi-trigger methods are essential.

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## Why Does Keynes Partner with 3 Leading Cross Device Companies?

To ensure accuracy, Keynes partners with industry leaders AdBrain, LiveRamp, and Tapad.

### Advertisers' Incentive

Achieve KPIs and grow brand performance.

### Cross-Device Providers' Incentive

Improve the quality and scale of their device graphs.

*Ex. AdBrain's graph carries an accuracy of at least 95%.*

*By leveraging multiple best-in-class providers,  
Keynes ensures the most reliable data-driven decisions.*



## The Future of Single-Device Platforms (like Google Analytics)

Platforms like Google Analytics (GA) face limitations.

- GA tracks website activity, relying heavily on clicks or typed URLs.
- Connected TV (CTV) ads, one of the fastest-growing channels, are non-clickable.

For CTV campaigns to work, advertisers need metrics like:



Without innovation, GA will struggle to remain a true source of marketing truth.

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## Key Advice for Marketers

### **Clean data is the only data.**

Ensure your performance agency works transparently with partners that have different incentives.

### **Demand transparency.**

Partner with agencies and providers who prove their methods and allow visibility into their processes.

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## Takeaway

Cross Device is essential to modern marketing because it allows advertisers to follow and understand the same consumer across phones, laptops, tablets, and TVs. When done right, with robust multi-trigger methods and trusted partners, it unlocks better insights, smarter targeting, and measurable outcomes.