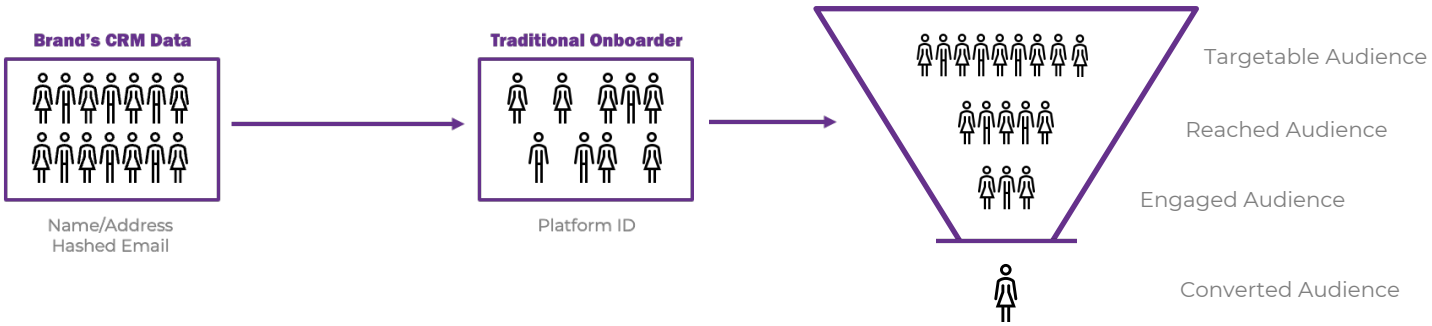
adstra
the new ideal

The secret to unlocking your first-party data:
Preboarding

While there's consensus in our industry about the importance of first-party data, very few brands are implementing effective first-party data strategies today. From CMPs to CDPs to DSPs... just collecting and transporting first-party data isn't enough! **The act of identity enrichment is a critical step to unlocking the potential of your owned data**.

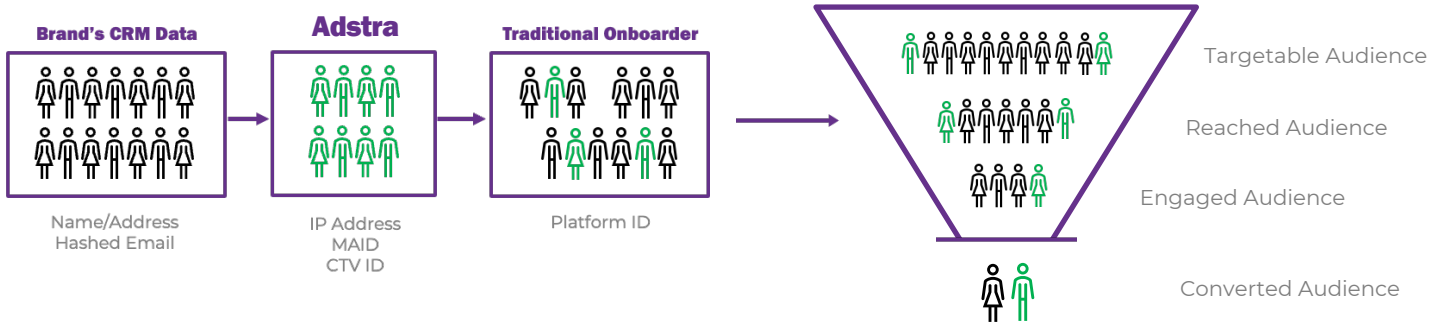
The problem with traditional onboarding

Traditional onboarding uses offline identifiers like name, address, and email to match to digital identifiers like cookie IDs, IP addresses, and MAIDs to enable digitally-served marketing. But any time one data set is matched to another, there's a reduction in audience size. **Marketers can invest heavily in building up first-party data, but when they're beholden to match rates of reachable audience identifiers, they'll never achieve the scale that they're pursuing**.



Change the way you data

Preboarding is the process of **enhancing the original first-party audience file with the additional identity elements relevant to maximize the number of matches generated by the onboarder**. This data enrichment process adds additional phone numbers, hashed email addresses, mobile device IDs, home IP addresses, CTV IDs, and other forms of identity associated with known customers and relevant to the final point of activation.



Case Study:

Preboarding on TikTok

The challenge:

A luxury fashion holding company wanted to onboard their first-party data from their customer data platform (CDP) into TikTok for digital marketing. The identity signals utilized for TikTok ad targeting did not match the same customer identity data the brand was collecting and housing in their CDP. When utilizing a traditional onboarder alone, **their match rate was too small to be effectively actionable**.

The solution:

Adstra provided the brand with identity enhancement on their first-party file **before** they sent their data to the onboarder. This included not only **hydrating their recognized customer base with additional devices and identifiers**, but also resolving unknown audiences from anonymous web traffic. Traditional website retargeting allows you to reach back out to anonymous visitors via a display retargeting partner. But **preboarding allows these anonymous visitors to have known identifiers appended for onboarding to other media channels** not reliant on cookies like MVPDs and CTV platforms, as well as social platforms like Facebook and Tik Tok.

The results:

By implementing preboarding,
the brand achieved a 132% lift when onboarding to TikTok.

About Adstra

We're the new data model for the data-driven enterprise.

Adstra is a leading provider of data and identity solutions. Our mission is to disrupt and overcome the economic and technological barriers to the broader application of data to marketing. As the first ever Data Bureau, Adstra provides safe, compliant, portable, and cost-efficient access to any form of marketing data, combined with any form of identity and any form of applied analytics. With the ability to transform identity from one media to another, Adstra can orchestrate consistent messaging at an individual level. Adstra gives marketers real-time access to data in all mediums, with the option to operate in either Adstra's environment or behind their company's firewall. No other data provider bridges the gaps between PII and anonymized data with the same speed, flexibility, cost-effectiveness, and frictionless portability across all media.

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