



# DMA CROSS-DEVICE IDENTITY SOLUTIONS RFI TEMPLATE

**ELEVATING THE MARKETPLACE FOR IDENTITY-BASED  
MARKETING, MEDIA AND CUSTOMER EXPERIENCES**



## Why this RFI template?

The typical consumer connects to content and advertising across three or more media devices. Consumers are becoming accustomed to seamless cross-device experiences, while marketers and media companies strive to deliver on this growing expectation.

The problem is that cross-device identity technology is still developing. And often, marketers, agencies and publishers – the buyers – aren’t fully aligned on what’s achievable from cross-device solution providers – the sellers.

- **Not everyone speaks the same language.** Important terminology is defined differently by different parties in the cross-device ecosystem.
- **Buyers don’t always know all the questions they need to ask,** creating a further gap between expectations and delivery.
- **Sellers with distinctive methodologies rightfully promote the benefits of their solutions,** but in this market, one size does not fit all. What may work for one marketer or publisher may not be an appropriate solution for another.

These factors are contributing to frustration between cross-device solution buyers and the technology sellers who want to deliver powerful solutions their clients will love.

## How DMA’s Cross-Device ID Solutions RFI helps close this gap

This RFI template has been developed through the efforts of more than a dozen respected cross-device ID (XDID) technology buyers and sellers. These organizations, all listed below, are members of DMA’s XDID Structured Innovation Advisory Council.

**This RFI template outlines the key questions the Council recommends every XDID technology buyer ask before selecting an XDID solution provider.** Further, the RFI template outlines certain background information we recommend the buyer make available to the seller. Doing so will make it easier for XDID solution providers to respond with more realistic expectations about how their solutions can deliver against buyer needs.

**This RFI template is not meant to be exhaustive.** The Council considers this a quick-start guide to broader RFPs that may, for example, include marketing, media execution and measurement capabilities. The scope of this RFI template includes that which is specific to cross-device identity, and can be applied to a variety of marketing, media and customer experience use cases.

### *DMA XDID Structured Innovation Advisory Council*





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### How to use this RFI template

1. **RFI questions** are numbered within each section. *Grey inline text* is optional, or is meant to be replaced with specific data or information.
  - a. Within the section, *Recommended client-provided background information*, these prompts are meant for you, the buyer, to answer and include as part of your RFI to XDID solution providers. These are important disclosures that help providers answer the RFI questions in context.
  - b. Within the section, *Key questions to jump-start your cross-device RFI*, these are questions meant for XDID solution providers to answer. You may ask these questions in their current form or with customizations as you see fit.

*Indented text contains tips and guides for the buyer. We recommend removing this text from the RFI document before sharing with prospective solution providers.*



## Before you begin: Cross-device Q&A in its simplest terms

For almost all cross-device use cases, the two most important questions that marketers, agencies and publishers (the buyers) ask when evaluating XDID solution providers are:

1. How **accurate** is your cross-device identification?  
*How do you determine that it's the person you say it is? Or that these devices belong to the same person?*
2. What **reach** I can expect?  
*How many people and how many devices can I activate when using your solution?*

While these questions seem simple, for you to get meaningful answers, there are two critical success factors this RFI template seeks to enable.

1. **Solutions providers need clarity on what you are trying to achieve.** You need to share your goals and how you'll measure success so that XDID solution providers can answer your RFI questions in that context. Section one of this RFI template guides you through these disclosures.
2. **You and the solution providers need to speak the same language.** Key "terms of art" are defined in the glossary at the end of this template; please read and learn these important XDID terms. The questions in section two of this RFI assume you understand this XDID terminology, and especially how these two layman's terms are used (and sometimes misused) in the language of cross-device identity:

Layman's Term	XDID Term	What you need to understand
<b>Accuracy</b>	<b>Precision</b>	<p>This is about specificity or depth. Precision is a methodology to match <u>relative to an organizing principle</u>, such as an individual, household or geographic region.</p> <ol style="list-style-type: none"> <li>In <b>probabilistic</b> matching, precision is always an estimate.</li> <li>In <b>deterministic</b> matching, when the source or target data set is considered a truth set or benchmark, precision may be calculated. Otherwise, it too is an estimate.</li> </ol> <p><i>Example: "We estimate 57% cross-device matching precision at the household level and 43% at the individual level."</i></p>
<b>Reach</b>	<b>Scale</b>	<p>This is an estimate of the number of correct matches <u>relative to an agreed-upon level of precision</u>. Only recall estimates at the same level of precision are comparable.</p> <p><i>Example: "Of your 175 million individual IDs, we estimate we can reach 82 million individuals that match your source data in the geographies you specified."</i></p>

This example calls out the importance of understanding XDID terminology, and is just one of the important reasons this RFI template helps users better distill the various cross-device approaches. Buyers who use this template will gain a new level of confidence in the completeness, accuracy and comparability of responses from every solution provider that participates. And providers will be armed with the information required to provide clear and accurate answers more likely to match delivery. All boats will rise with more satisfied clients, solid solution provider relationships, and seamless marketing, media and customer experiences for everyone.



## DMA XDID RFI Template

### Recommended client-provided background information

There are easily a dozen distinct use cases for the application of cross-device identification in media and marketing, segmentation, ad delivery, measurement, attribution and person-centric analytics. Broadly speaking, these use cases can be broken into three groups:

1. **Person-specific, using anonymized PII:** Those that require knowing the identity of the person (via personally identifiable information) associated with one or more devices; for example, an email address.
2. **Person-specific, using anonymized data:** Those that utilize anonymous, non-personally identifiable information to associate an individual with one or more devices. For example, multiple devices can be connected to the same anonymized hash-code that represents a unique individual.
3. **Device-specific:** Those that connect related devices with a limited understanding of the person behind the devices. For example, three devices that frequently connect via the same residential IP address can be identified as related devices. This approach does not require or inform an understanding of the individual.

Clients are more apt to get the results they anticipate when providing prospective XDID solution providers with clarity on the use cases and outcome(s) desired. Further, to the extent such outcomes are dependent on client-provided data, describing it is required and sharing a sample may be prudent.

We recommend clients complete these disclosure statements so that the responses from XDID solution providers will more likely reflect actual results.

1. **Use case.** Provide the prospective XDID solution provider with a description of the use case(s) requiring cross-device identification.

*Person-specific examples:*

- *Evaluate cross-device behaviors of known customers to identify additional targets.*
- *Contextually target cross-device messages based on known anonymous user preferences.*
- *Attribute offline transactions to media exposure across connected media devices.*

*Device-specific examples:*

- *Amplify audiences identified on one device so that we can market to them on other devices.*
- *Sequence and frequency-cap media exposure across devices.*



2. **Desired outcome(s).** Describe your goal(s). What does success look like? How will you measure success? What are your performance benchmarks? And do you prefer to give more weight to precision or scale?

*Examples:*

- *Enable us to target our 500,000 customers, who typically access our service via PC only, with promotions on their mobile phones and tablets. Reaching at least half of our customers on their mobile devices will be considered success.*
- *Target media to devices that “live” or “work” within 5 miles of any of our physical locations.*
- *Enable our users – whether logged in or not – to pick up watching our programming where they left off across any of their connected devices.*

3. **Your first- and third-party data.** To the extent you have person-specific use case(s), and/or wish to use deterministic matching for device-specific use cases, describe the data set you will supply. Include both qualitative and quantitative descriptors. Consider providing data samples (we recommend de-identifying personal data and securing appropriate NDAs).

*Examples:*

- *We have cookies associated with 5 million customers who have purchased products from our website in the past six months. 65% transacted in the past 30 days and 25% in the last 90.*
- *We have a combination of mobile IDFAs, AAIDs and desktop cookies for 700,000 subscribers who have authenticated in the past year so that they may access our premium content.*
- *We will have on-boarded credit-card purchase data for our 2.5 million email newsletter subscribers to create a holistic profile of their purchasing habits.*

4. **Your confidence in the quality of your data.** Explain your confidence in the accuracy of the data you plan to provide, noting your data source(s).

*Examples:*

- *We are confident in our cookie pool as they are associated with logged-in users who made credit card purchases through our e-commerce platform.*
- *We believe the email addresses we have provided are both accurate and current because our users double opt-in for email newsletters, and we trim our list after bounced messages.*



## Key questions to jump-start your cross-device RFI

Consider these questions to prospective XDID solution providers as a minimum requirement for any RFI or RFP that includes cross-device identification capabilities.

### Your business and methodology

1. **Scope of services.** What business services do you provide? For example, do you provide media services in addition to your XDID data solutions? Do you license your XDID solutions independently? Please explain.
  - a. Do you consider your solution to be “open” and usable across a variety of third-parties? If so, describe your integrations with third-party solutions. If not, provide clarity on how your XDID solution can be activated in your ecosystem so that my desired outcome(s) can be fully met.
  - b. In what marketing and media channels do your services provide identification? For example, are you able to match offline transactions (e.g., phone calls, store visits) to online connected devices? Are you able to reach consumers in both open and closed media environments?

*Additional examples (you may wish to list all that apply):*

- Desktop / laptop computer, mobile phone and tablet, wearables, connected TV
- In-app vs. mobile web (consider listing specific apps if that’s important)
- Social media platforms (e.g., Facebook, Twitter, LinkedIn)
- Other media channels relevant to your use case and target audience
- Other specific consumer touch-points or platforms relevant to your use case and target audience

- c. For each of these marketing and media channels, please describe your people- and device-specific identification capabilities.
2. **Data sources.** Describe the scope of your cross-device identity graph. What data sources do you utilize to obtain identity and device data?
  - a. Are your data sets single-sourced or multi-sourced? Include information about your data source(s).
  - b. Describe which of your data sources are deterministic and which are probabilistic. If you employ a hybrid approach, describe your deterministic and probabilistic cross-device identity separately, including their size and makeup.
  - c. How do you maintain data source quality? Against what benchmark(s) do you validate quality? How frequently are data sources refreshed? Please explain how your data refresh methodology enables you to maintain data quality.
  - d. What is your process to ensure quality when integrating additional data sources?
  - e. What is your privacy policy related to reviewing data sources? How do you validate that your data sources are adhering to disclosed policies and legislative protocol?

*If you plan to onboard first- or third-party identity data, you may wish to specifically list these additional sources and inquire as to integration capabilities.*



3. **Privacy and choice.** Describe your consumer privacy policies, and how you handle notice and consumer choice.
  - a. Describe the self-regulatory codes of conduct that you follow.
  - b. How do you handle compliance with existing and emerging regulatory standards and with region-specific regulations where relevant?
  - c. What restrictions, if any, will you place on our use of cross-device data you provide.

*You may wish to provide your own privacy policy and ask how the prospective XDID solutions provider will handle compliance with your privacy policy in addition to theirs.*

### XDID performance and actionability

1. **Precision and reach optimization strategy.** XDID matching requires a balance between audience specificity (precision) and reach (or scale). Precision must therefore be expressed relative to an organizing principle, such as individual, household or geographic area, and scale based on that level of precision.
  - a. In the context of target consumer, use case(s) and desired outcome(s), what is your recommended balance of precision and reach relative to one or more organizing principles?

***Note on accuracy vs. precision and reach:** XDID solution providers commonly provide an “accuracy rate” by estimating how well they will correctly predict both matches and non-matches. The problem is that any reasonable device graph will perform well on the basis of accuracy because non-match rates are typically very high and consistent across providers. Therefore the accuracy metric is not differentiating. Instead, we recommend buyers focus on precision and reach estimates, which refer only to the matches.*

2. **Reach (or scale).** Taking into consideration the precision vs. reach optimization approach you recommend, please provide reach (scale) estimates for each of the following:
  - a. Devices and channels *[List devices and channels relevant to your use case(s)]*
  - b. Geographies *[List specific geographies relevant to your use case(s)]*
  - c. To the extent your estimates are dependent on cookie syncing, please note how frequently you validate and refresh cookies.

*Common device and channel examples you may wish to list:*

- Desktop / laptop computer, mobile phone and tablet, wearables, connected TV
- Mobile in-app vs. mobile web
- Social media platforms (e.g., Facebook, Twitter, LinkedIn)
- Other specific media platforms relevant to your use case and target audience

***Note on reach across devices and channels:** Reach (scale) must be expressed relative to one or more organizing principles (precision). Consider inquiring as deeply as is relevant (e.g., mobile web vs. mobile app). For channels, it may be important to understand XDID solution reach within walled-gardens that have their own proprietary integrations. Without this level of specificity, reach estimates may not be meaningful.*

***Note on cookies:** Cookie counts must be measured relative to when they were last active, due to cookie deletion. Commonly, cookies are considered valid if there has been activity within the past 30 days. Some solution providers consider 90 days appropriate. This must both be disclosed and explained.*





3. **First- and third-party data onboarding and integration.** *[Questions 3 and 4 are relevant if you plan to onboard data]*
  - a. Our data resides in *[name the system or systems]*. Describe how you'll onboard our data initially, and how we can exchange data on an ongoing basis.
  - b. Which of our data fields can you use as primary key(s) for matching? If multiple fields may be used, please specify and describe the pros and cons to each.
  - c. How frequently do you recommend we validate and refresh these primary keys?
  - d. Please describe how you will segregate and secure our data? What assurances can you provide that other clients of yours will not be able to access our first-party data, nor will they benefit from that which we provide?
  
4. **Match rate between our provided data set and yours.** What do you anticipate will be your unique-individual and unique-device match rates using our provided data as the denominator and your data set as the numerator? Describe both the deterministic and probabilistic portion of the matched IDs and devices.
  - a. Deterministic ID matches: Which data fields in our data set do you utilize for deterministic ID matching? Using these fields, what are your deterministic unique-individual match rates?
  - b. Deterministic device matches: Outline the distribution of devices per unique-individual you anticipate matching (e.g., X users: desktop only, Y users: tablet only, Z users: desktop + tablet).
  - c. Probabilistic ID matches: Please estimate your probabilistic unique-individual match rate. Please be specific as to match precision, and how this level of precision will drive the desired outcome(s) for the use case(s) we have shared.
  - d. Probabilistic device matches: Describe your probabilistic unique-device match methodology and the match rate(s) we can expect and recommended levels of precision. How will your precision recommendations drive the desired outcomes(s) for the use case(s) we have shared?

*When comparing solution provider match rates, consider these factors:*

- a. **Precision:** *Ensure you are making an apples-to-apples comparison across consistent levels of precision (e.g., individual, household, geography). Match rates and measures of scale/reach for different levels of precision are incomparable.*
- b. **Cookie persistence and stability:** *Ensure you are comparing match rates to data sets where the cookies have been refreshed at the same interval (e.g., 30 days, 90 days). Match rates to a 30 day-old cookie pool are not comparable to match rates to a 90 day-old cookie pool.*



5. **Activation.** How many matched unique individuals and devices can you activate across the following channels and geographies? Provide activation estimates for both unique individuals and unique devices, and your confidence in doing so over time (e.g., +60 days, +120 days).

- a. Devices and channels *[List devices and channels relevant to your use case(s)]*
- b. Geographies *[List specific geographies relevant to your use case(s)]*

*Common device and channel examples you may wish to list:*

- Desktop / laptop computer, mobile phone and tablet, wearables, connected TV
- Mobile in-app vs. mobile web
- Social media platforms (e.g., Facebook, Twitter, LinkedIn)
- Other specific media platforms relevant to your use case and target audience

**Note on reach (scale):** For activation, consider these factors when comparing solution providers:

- a. **Precision:** Reach must be expressed relative to one or more organizing principles (e.g., devices, channels, geographies). The more specific your lists, the more meaningful a response you will receive from XDID solution providers.
- b. **Persistence and stability:** Different providers will be able to match and activate at different confidence levels over time, for example, after 60 days, after 120 days. Be sure to inquire and compare solution-provider confidence for the same durations.

6. **Limitations.** In the context of our source data set, use case(s) and the desired outcome(s) described in the Client Background section, please outline the scope of your capabilities and any limitations for each of the following:

- a. Physical devices, operating systems, browsers, in-app vs. web
- b. Marketing and media channels (e.g., desktop, mobile, connected TV)
- c. Offline-to-online / online-to-offline
- d. Geographic reach and limitations

7. **Benchmarks.** Please provide performance benchmarks or other third-party validation of the scale and quality of your cross-device identification solution.

8. **Insights and reporting.** Please describe informational dashboards and reporting we can expect as customers. Please provide samples and screenshots.



## Appendix

### Sample use cases

This section is meant as a guide to the types of questions buyers might ask relative to several common business applications (use cases) for cross-device identification. Neither the use cases nor questions are exhaustive, but are instead provided here for context. We anticipate these sparking additional thinking on how identity solutions may be activated to achieve your desired outcome(s).

As you evaluate cross-device solution providers in the context of these use cases, it is important to understand the extent to which deterministic and/or probabilistic matching will be used, and the trade-offs between scale (reach) and precision.

### Content and Media

1. **Audience amplification and retargeting.** Observe user engagement on one device and coordinate additional messages to that user across other devices.
2. **Sequential, tailored or dynamic messaging.** Select and deliver a particular message or piece of content to a user across devices based on prior brand exposure or engagement.
3. **Frequency capping.** Cap the number of impressions, in the aggregate, that are delivered to a user across all devices.
4. **Real-time signaling for ad targeting.** Integrate with ad-serving infrastructure or programmatic marketplaces to enhance targeting capabilities based on cross-device contextual or behavioral attributes.
5. **Seamless consumer experiences.** Recognize individuals across their devices and enable them to pick up where they left off with programming, content and commerce.

### Analytics

6. **Audience segmentation.** Leverage data across devices to inform user-segments.
7. **Reach and frequency.** Determining how many unique users have been reached, and at what frequency, across all devices.
8. **Predictive modeling.** Associate data collected across devices with user demographics to model user behaviors in that target demo, and to predict activities on specific devices.
9. **Attribution.** Link media exposure on one or more devices to activities performed on other devices.
  - a. May included online-to-offline attribution and vice-versa.



## Glossary of key terms

1. **Cross-Device Identification.** At a foundational level, the practice of cross-device identification means matching unique identities (people or households) across devices and media channels. Marketers and media companies that use cross-device identification can understand and influence interactions across devices tied to an individual, and individuals can benefit through more relevant, personalized experiences on all their matched devices, across marketing and media channels.
  - a. *Person-specific, using PII:* The personally-identifiable information layer (PII) provides confidence in the link between verified individuals and devices. PII is often foundational to tying offline data and signals to addressable matches online.
  - b. *Person-specific using anonymized data:* Anonymous, non-personally identifiable information can also be used to associate an individual with one or more devices. For example, multiple devices can be connected to the same anonymized marketer-provided hash-code that represents a unique individual.
  - c. *Device-specific:* There are many use cases that endeavor simply to connect related devices with a limited understanding of the person behind the devices. For example, three devices that frequently connect via the same residential IP address can be identified as related devices. This approach does not inform an understanding of the individual.

*ID Graph.* Some cross-device solution providers refer to their database of identities as their “ID Graph.”

*Device Graph.* Some cross-device solution providers refer to their database of devices as their “Device Graph,” which is a database of unique devices that can be tied together, but without links to specific individuals or households. Device graphs can support use cases that are not person-specific.

2. **Deterministic.** Deterministic cross-device solutions rely on observed data (e.g., device-to-PII linkages) to tie devices to individuals, households or some other group (e.g., geography). Associations between devices are observed directly in identity data provided by a data partner (typically a website or mobile app where users log in with PII).
3. **Probabilistic.** Probabilistic cross-device solutions rely on models to tie devices to individuals, households or other groups. Associations between devices are not observed directly (unlike deterministic solutions), but are inferred from mathematical models that evaluate the probability of one or more devices belonging to a given individual, household or some other group (e.g., geography).
4. **Truth set.** A truth set is a deterministic data source known to be 100% true. Probabilistic solution providers often reference a truth set, which establishes a baseline from which a provider’s probabilistic algorithm is trained over time.



## Terms generally associated with deterministic matching

5. **Match precision.** In layman's terms, precision is a measure of depth or specificity relative to an organizing principle, such as individual, household or geography. In a deterministic model, any measure of match rate or reach (scale) should also specify the level of precision associated with the measure.

- a. *Example:* The solution provider can match a client-provided data set with 20,000 consumers at an individual level of precision, and 35,000 devices at a household level of precision.

*Match precision directly impacts match rates and reach (scale). If a client needs high precision for a use case such as personalized marketing or measurement, they may require precision at the individual level, and be willing to accept a lower match rate and reach. Conversely, if reach is a priority, the client may be willing to match at a lower level of precision, such as devices within households.*

*Whenever asking a vendor to provide a match rate or measure of reach, it is important that client and provider agree to the appropriate level of precision, in order for different vendors responses to be compared. Match rates and measures of reach for different levels of precision are incomparable.*

6. **Match Rate.** Match rate is the percentage of unique records in the client's data set that can be matched to an identifier in the solution provider's database, and can be successfully activated for the client's use case.

- a. If the client's data set contains individual IDs or household IDs, the match rate is the percentage of those individuals or households that can be matched to one or more active devices. It is common that the solution provider will provide both the ID match rate and distribution of matched devices associated with those matched IDs (e.g., X IDs matched to a laptop only, Y ID's matched to a laptop and mobile phone, Z ID's matched to a phone and tablet).
- b. If the client's data consists only of device identifiers (e.g., cookies, IDFAs), the match rate is the percentage of those device IDs that can be matched in the cross-device graph.

*Whenever asking a solution provider to calculate match rate, it is important to agree to the desired level of match precision. Doing so is the only way to compare solution provider responses. Match rates and measures of reach for different levels of precision are incomparable.*

7. **Reach (Scale).** These terms are used synonymously. In deterministic matching, scale is defined by the number of identifiers available in a solution provider's database that match a source data set, and can be successfully activated for the client's use case. Three common deterministic reach metrics are:

- a. *Individual Reach:* The number of the identifiers that the solution provider can tie to a verified individual's PII that can be reached on at least one device, and which the client can activate.
- b. *Device Reach:* The number of devices a vendor sees that can be tied together, and which the client can activate. Note that solution providers should specify the extent to which devices can be tied to individuals vs. tied only to other devices.
- c. *Cross-Domain Scale:* The number of identifiers that a provider has synced with the identifiers in other marketing platforms. This is also referred to as the online footprint or shared-cookie pool.

*Whenever asking a solution provider to calculate reach or scale, it is important to agree to the desired level of match precision. Doing so is the only way to compare solution provider responses. Match rates and measures of reach for different levels of precision are incomparable.*



## Terms generally associated with probabilistic matching

XDID solution providers frequently describe the performance (or “correctness”) of their probabilistic matching methodologies with three terms: accuracy, precision and reach. These performance metrics are always estimates, and can be somewhat complicated to understand and differentiate. For the purposes of this RFP template, we’ve attempted to simplify the definitions, focusing on just that which is relevant for most use cases.

8. **Accuracy:** Accuracy is an often-confused and misused metric in the XDID space. Accuracy is estimated by adding up both the number of matches *and* non-matches believed to be correctly identified by the probabilistic matching algorithm. For the most part, buyers don’t care about the non-matches, and because the number of non-matches is often very high and relatively consistent across solution providers, accuracy rates are non-differentiated. This is why the term, precision (the estimated correctness of just the matches), is a more relevant metric.
9. **Precision.** Precision is a measure of depth or specificity relative to an organizing principle, such as individual, household or geography. In a probabilistic model, precision estimates how well the model correctly identifies matches, taking into account that some of those matches will be in error.
  - a. *Example:* The client seeks devices tied to unique individuals. The solution provider matches 2,000 devices to individuals, but recognizes the matching algorithm is not perfect. If the provider were to estimate that 1,800 of the 2,000 devices will be correctly matched, but 200 will be in error, then precision at the individual match level would be estimated as  $1800 \div (1800+200) = 90\%$ .
10. **Reach (or Scale).** Reach is an estimate of the breadth of matches correctly identified; that is, how many cross-device identities or devices the solution provider can correctly match in the context of a given use case and desired level of precision. Some cross-device solution providers use the term, “recall” to represent reach; these solution providers will publish their recall rates relative to a level of precision. Recall, reach and scale are synonymous.
  - a. *Example:* The client seeks devices tied to unique individuals that *live* in a given geography. The solution provider’s database shows 2,000 devices that have been frequently geo-located in the specified region, but the probabilistic model can only predict that individuals associated with 1,500 devices likely *live* in the specified region. Reach for devices at the geographic level of precision might be 2,000 (or 100% of the theoretical matches), but reach at the individual level of precision would be  $1500 \div 2000 = 75\%$ .

**NOTE on the trade-off between precision and reach.** *Optimizing for precision (getting all the matches correct relative to an organizing principle) often reduces reach (number of matches) and vice-versa.*

*For example, when targeting ads to devices in a specified geography (e.g., zip+4), optimizing for a high reach may be appropriate. The goal is to get scale. However, if the goal is to match all devices associated with specified individuals for 1-to-1 marketing or customer touch point analysis, high precision at the individual level is a more appropriate optimization strategy, even though reach may be lower.*

*It is important that both client and solution provider agree on the precision and reach strategy relative to an organizing principle, and that clients recognize that metrics such as recall, scale and match rates for different levels of precision are incomparable.*