

# Omnichannel Advertising

Stop bidding on impressions. Start bidding on the right people — verified, across every screen they use.

## The Problem — Most Ad Budgets Leak Identity at Every Step

Traditional programmatic passes your audience through multiple platforms. Each handoff drops match rates. By the time your ad runs, up to 85% of audience identity is gone — you're bidding blind.

- 60-85% of audience identity lost between build and delivery in a standard DSP + DMP + identity stack
- We resolve identity before the bid — not after — so your audience stays intact from build to conversion
- One platform handles audience, creative, pacing, and reporting — no integration gaps, no data loss

8-10x

higher click-through vs. generic segments

~90%

identity confirmed on every conversion

220%

audience revenue lift from first-party identity

### GENERIC PROGRAMMATIC

You bid on impressions and hope the right people see them. Identity leaks at every handoff — less than 15% of your audience is still identifiable by conversion. Reporting is modeled estimates, not reality.

### PERSON-BASED ADVERTISING

You bid on known, verified individuals. Identity is confirmed at every stage — nearly 90% of conversions traced to a real person. You see exactly who saw your ad and what they did next.

## Where your ads run — identity match rate by channel

Display

91.2%

ID match rate

Social

92.4%

ID match rate

LinkedIn

94.7%

ID match rate

Connected TV

88.1%

ID match rate

Programmatic

85.6%

ID match rate

## Every Channel — With Identity Confirmed on Each One

Your customers don't live on one platform. Neither should your ads. Person-level targeting across every inventory source.

- 4.7 million malicious domains blocked at no extra cost — built-in brand safety, no third-party vendor required
- Powered by Intent Audiences and Visitor ID Resolution — every ad aimed at people already showing interest

## The Stepping Stone — Omnichannel PPC is the delivery engine for everything we know about your buyers

Identity Resolution

Find out who visited & clicked

>

Intent Audiences

Reach in-market buyers now

>

Omnichannel PPC

You are here Deliver to all screens

>

\$ Conversion

Right people buy, you know why



Ready to make every ad dollar work harder?

Stop paying to reach people who aren't ready to buy.

Book a free 30-minute consultation

[netresultsconsults.com](https://netresultsconsults.com)