

# LEXICON™

## Solutions For DSPs

Become Browser Agnostic

## Unlock the Full Power of Your Platform

Lexicon allows DSPs to maintain their ID persistence and accessibility in cookieless browsers. DSPs can transact on their own ID across the largest supply-side platforms, avoiding potential data leakage and taxing third-party integrations.

### HOW LEXICON INCREASES A DSP'S BUYING POWER

**50%**

Cookieless as Share of Spend within 7 days of activation

**10X**

Greater Win Rates on cookieless browsers vs. cookies

**<\$1**

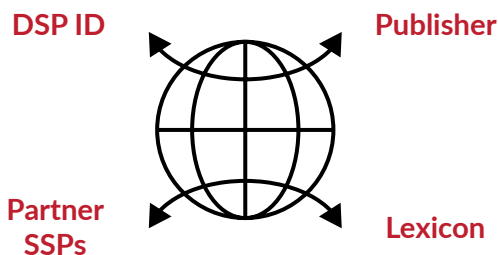
Discounted cookieless users increase overall campaign performance

**2X**

Doubling your known users increases eligible campaign pool

### HOW DOES ID RESOLUTION WORK?

Real-Time Deterministic ID Sync on Cookieless Browsers



Centralized Server-Side Storage for Speed and Scale

**95%**

Liquid match rate or how often a DSP sees its 1P ID on cookieless open web supply

**SPEED**

Real-time ID recovery and insertion without uploading data files

#### Privacy by Design

- **No Data Leakage:** DSPs and each participating platform sets and operates on their own ID
- **Server-Side Infrastructure:** Eliminates IDs/data in the browsers for speed and scale

#### DSP ID Recovery

- **Probabilistic Real-Time Model:** Determines if a browser seen on 33Across Supply or partner SSPs once briefly held the buyer ID
- **Recovered ID:** Once recovered, the buyer ID is inserted into the proper RTB field for targeting and measurement

### GET STARTED WITHOUT ANY INTEGRATION

STEP

1

Provide 33Across with User Sync Pixel to begin deterministic cookieless sync

STEP

3

Within 7 days of activation, the DSP will see its own buyer ID across supply partners

STEP

2

Activate to enable significant, unduplicated users on cookieless supply through your existing supply sources (Pubmatic, Magnite, Xandr) & 33Exchange

STEP

4

33Across provides daily/weekly "supply-side" integration performance reporting