

Cookieless Device Finger Print

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Objective

- *Device Finger Print*
- *Device Finger Print → Users*
- *Cross device user behavior*
- *Fraudulent traffic detection & Prevention*
- *Real-Time Intelligence*

Why Cookieless ?

- *A privacy-conscious public has taken to deleting cookies.*
- *Flash cookies (LSOs) can be deleted at the same time as PC cookies are.*
- *Apple's iPhone, for one, does not support Flash and Motorola's Droid has strict settings for browser and Flash cookies.*
- *New browser privacy modes make it harder to identify returning visitors.*

Data

- *Session*
- *Referrer site*
- *Publisher*
- *Network*
- *Domain*
- *Domain*
- *Slot type*
- *Is blacklisted*
- *Ad visibility violation*
- *Ad duration violation*

Data (contd.)

- *Publisher channel*
- *Publisher page*
- *Content video id*
- *Country*
- *State*
- *City*
- *Census DMA*
- *Published player identifier*
- *Content playlist identifier*
- *Dåelivery point*
- *Device make*
- *Device model*
- *OS name*
- *OS version*

Data (contd.)

- *Browser*
- *Browser version*
- *Service provider*
- *Key values*
- *Sdk version*
- *Requested date*
- *IP address*
- *Player size*
- *Player location*
- *Ad visibility*
- *Page fold*
- *Play type*