Cookieless Device Finger Print
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
- Delivery 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