

# Is Your Hashed Email to Mobile Linkage Graph Full of Mismatches?

Hashed emails (HEMs) are a high-value data asset, particularly when paired to mobile ad IDs (MAIDs) and IP addresses. Unfortunately, faulty HEM-to-MAID linkage algorithms and a lack of frequent cleansing often create false identity matches and superclusters - leading to poor data hygiene.

**GET ONLY HIGHLY QUALIFIED HEM-TO-MAID MATCHES WITH THE COLLECTIVE**

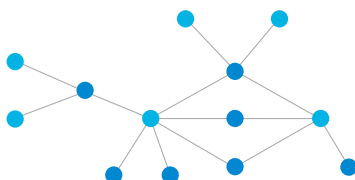


The Collective leverages a proprietary algorithm created by our expert data scientists. The algorithm performs a rigorous step-by-step process to identify natural HEM-to-MAID match clusters, while eliminating false or outdated linkages that create superclusters.

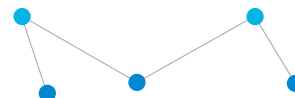
**UNWANTED SUPERCLUSTER**



**HISTORICAL CLUSTER**



**ACTIVE CLUSTER**



**The result? A HEM-to-MAID data set with the highest quality and highest connectivity/addressability in the industry.**



**BILLIONS OF DEVICES  
ANALYZED**



**OVER 1 BILLION CLEANSED  
HEM-TO-MAID LINKAGES**

**Stop targeting false identity matches and wasting valuable resources.**

Contact [Sales@CollectiveData.io](mailto:Sales@CollectiveData.io) for a free consultation and a detailed review of our HEM-to-MAID cleansing process.