



# A Trusted, Privacy-First Data Marketplace

The largest brands in the world look to The Collective for their data needs.



## Mobile to Email Linkage

A premium data feed from The Collective

The **Mobile to Email Linkage** data feed contains consented mobile devices associated with hashed email addresses.

The types of hashing utilized are MD5, SHA1, and SHA256.

Raw email addresses are not available.

Unlock insights into mobile ad interactions, in-app activity, website visits, and other crucial touchpoints within a comprehensive people-based attribution profile with The Collective.

How are other companies leveraging Mobile to Email Linkage data?

### WAYS TO LEVERAGE MOBILE TO EMAIL LINKAGE:

- Bolster your consumer identity graph by connecting online profiles to mobile ad IDs (MAIDs) and associated mobile-first data insights.
- Connect hashed emails of logged in user profiles with mobile device profiles, household, and more.
- Expand your identity graph to include persistent hashed emails and IP addresses.

## Trusted HEM to MAID Matches

Stop targeting false identity matches and wasting valuable resources.

Our proprietary cleansing algorithm performs a rigorous process to identify high quality hashed email (HEM) to mobile ad ID (MAID) linkages - qualifying natural clusters and eliminating linkages that create false super clusters.

### CONNECT ONLINE USER PROFILES WITH HASHED EMAILS AT SCALE

**1B+**  
**UNIQUE MONTHLY LINKAGES**

**2 BILLION+ ALL-TIME LINKAGES**

### DATA FEED PARAMETERS

- device id value
- device id type
- country code
- md5 hashed email
- sha1 hashed email
- sha256 hashed email
- consent

Diversify your data sourcing strategy with The Collective.

Contact [Sales@CollectiveData.io](mailto:Sales@CollectiveData.io) for a free consultation, data sample, and/or our complete data dictionary.