



A Trusted, Privacy-First Data Marketplace

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



Primary IP

A premium data feed from The Collective

The Primary IP data feed contains current and applicable, non-cellular IP addresses and associated mobile devices using our proprietary algorithm.

Internet protocol (IP) addresses are cycled weekly. Maintain recency and fidelity in your identity graph with the most up-to-date primary IPs to device linkages from The Collective. Target devices associated across the same IP.

WAYS TO LEVERAGE PRIMARY IP DATA:

- Enrich your identity graph with mobile device data.
- Combine with other data feeds to match MAIDs to CTV devices and increase the value of your data sets.
- Expand your reach beyond only campaign-exposed devices without the need for direct conversion.

CONNECT THE DOTS BETWEEN ALL MAJOR MOBILE AND CTV PLATFORMS, INCLUDING:

Roku

firetv

apple tv

XBOX

androidtv

AND MORE...

ROBUST SCALE

110M+
PRIMARY IPs
 5 AVG. DEVICES / PRIMARY IP

DATA SCHEMA

- Primary IP Address
- Mobile Devices + CTV Devices
- Device ID (IDFA, AAID, RIDA, AFAI, MSAI, etc.)
- Country Code
- Timestamp
- Hashed Email (optional)

Diversify your data sourcing strategy with The Collective.

Contact Sales@CollectiveData.io for a free consultation, data sample, and/or our complete data dictionary.

All data within The Collective data marketplace is responsibly sourced with adherence to applicable consumer privacy regulations based on device platforms, operating systems, and/or government & regulatory agencies. Review our full privacy policy by visiting: collectivedata.io/website-visitor-privacy-policy/