THE COLLECTIVE

A Trusted, Privacy-First Data Marketplace

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

Transactional

A premium data feed from The Collective

The **Transactional** data feed contains consented device level data combined with details of IP address, user agent, and timestamp of an app event.

Combine device level data with details of IP address, user agent, and timestamp of an event with The Collective.

How are other companies leveraging **Transactional** data?

WAYS TO LEVERAGE TRANSACTIONAL:

- Tie devices to households to build out identity graphs
- Monitor device frequency and recency based on activity
- Complete the full profile of your advertising targeting

Data Includes

TRANSACTIONS AT: CONCERT VENUES | QUICK SERVICE RESTAURANTS | MOVIE THEATERS | RETAIL STORES | TRANSPORTATION HUBS

ACTIVITIES: INSTALL | REGISTRATION | LEVEL COMPLETE | ADD TO CART | PURCHASE

ONBOARD CONNECTED DEVICE TRANSACTION INTELLIGENCE ACROSS

10B+
ALL-TIME DEVICE
PROFILES

500 MILLION+ MONTHLY ACTIVE USERS

DATA FEED PARAMETERS

- device id value
- device id type
- activity timestamp
- ip address
- country code
- user agent
- consent

Diversify your data sourcing strategy with The Collective.

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