

Comscore

Times have changed. Measurement must follow.
'Households' As 'Devices,' latest executive to leave the company
monetary & nonmonetary irregularities
Eyeballs Across Platforms, Screens, Devices

Accurately measure individual platforms
Prospecting from Your Audience's Offline Behavior
Total Home Panel Meter service a hardware solution router measurement all digital media all devices COMPLETE, FUTURE-PROOF VIEW

<https://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/Social-Media-Insights-and-Metrics>

<https://liveramp.com/partner/comscore/>

<http://ir.comscore.com/releasedetail.cfm?releaseid=621490>

<http://www.infogroup.com/about/news/infogroup-media-solutions-partners-with-liveramp-to-deliver-precision-targeting-across>

Infogroup

Customers, like Google and the United States Secret Service, use our data a number of different ways

U.S.Consumer/Lifestyles
This database allows users to search more than 240 million individuals.

Yes Lifecycle Marketing analyzed the subject lines of more than 7 billion emails deployed in Q2.

Home Nodes, Criminogenic Places, and Parolee Failure
Testing an Environmental Model of Offender Risk

"12 environmental risk variables selected within each parolee's home node
Nine were extracted the Infogroup commercial data set:

bars and clubs, liquor stores, take-out restaurants, sit-down restaurants, retail stores, bus stops, light rail stops, schools, and parks."

<https://liveramp.com/partner/factual/>

Factual Inc.

TARGET REAL WORLD BEHAVIOR

a variety of user attributes, including past behavior, intended behavior and actions in the real world.

"The results speak for themselves,"
Luke McGuiness, Head of Data Monetization at LiveRamp

continually ingests fresh data and real world signals

- Cemeteries
- Children
- Rivers
- Adult Mountains
- Assisted Living Services
- Mosques
- Psychiatrists
- Pawn Shops
- Government Lobbyists
- AIDS Resources
- Pregnancy and Sexual Health
- ATMs
- Bathrooms
- Drug and Alcohol Services
- Immigration
- Bingo
- Fairgrounds and Rodeos
- Natural
- Check Cashing
- Rubber
- Law Enforcement and Public Safety

<https://www.factual.com/blog/Factual-Captures-Location-Data-Deal-Snap-Inc>

Snap Inc.

a fast and fun way to express yourself, live in the moment, have fun together!

is committed to assisting law enforcement investigations

These kids are less concerned about revealing where they are adding organic geofilters, just a small step to them sticking geofilter ads atop their Snaps becoming a viral vector for marketing.

Terms of Service for U.S. Government Users

Forum and Venue provision deleted in entirety. A lawsuit will occur in a federal tribunal. Provision on crawlers: amended allow the Agency to apply such tools fulfill the Agency's obligations

Acxiom

<https://liveramp.com/partner/salesforce-marketing-cloud/>

enable digital marketers to increase their send pool identifying anonymous website visitors across devices, capture high intent visitors.

this is about overcoming fragmentation problem with de-identification separates data hardly ever talks about what is going to get done with the data. from users of data

Acxiom Government Services, Inc. operates as a data center. on behalf of DOS, DS/DO/ICI/CR/VPAU

expertise on Investigative Management System Program
"been working with Passport/Visa Analysis Unit for 5 years"

2007, purchased Harbinger Technologies

Products In Depth Arab & Intelligence
Study of Islamic Names Led Policing
Terrorist Organizations Analysis Introductory Course

various times during the semester, students will be asked to verify their identity using the Acxiom verification system charteroak.edu

Acxiom 2017 revenue \$880 million
"on a public interface update information consumers to be partners in cleaning its data files"

in the multi-device world unique partnerships match disparate IDs to a known individual

<https://liveramp.com/blog/liveramp-now-snapchat-partner/>

<https://liveramp.com/blog/liveramp-now-snapchat-partner/>

<https://medium.com/foursquare-direct/oh-snap-a1a49f15ddf3>

Salesforce

success platform, departments overcome the "digital dilemma" with Government Cloud

Social enterprises, nonprofits barriers to new business entry fallen significantly

Sub-Saharan Africa/Latin America & Caribbean/South East Asia
"impoverished" "rural" "agriculture" "poverty graduation"
"microenterprise" "remote" "we've only scratched the surface what analytics can provide"

Director of Monitoring, Evaluation and Learning
mobile data collection/analysis, offline CRM field force management tool verify users and keep granular control over user access.

Foursquare

We have this trust with 50 million users - CEO Jeff Glueck

100 million Wi-Fi scans, and a core technology Pilgrim snapping users to places whether they've checked in or not.

In Katz v. United States, "electronic as well as physical intrusion may constitute a violation of the Fourth Amendment."

Attribution digital media impressions to real-world, offline conversions

Uber Visa
"That incredible bánh mì sandwich you had in Barcelona in a gamified sorta way"

because the places you go are the best indicator of who you are