

= Tapad =

Tapad Inc. is a venture @-@ funded startup company that develops and markets software and services for cross @-@ device advertising and content delivery . It uses algorithms to analyze internet and device data and predict whether two or more devices are owned by the same person . Participating websites and apps then cater their advertisements based on a collective knowledge of the user 's actions across all of their devices . Tapad was founded in 2010 by Are Traasdahl . It raised \$ 1 @. @ 8 million in funding in June 2011 and another \$ 6 @. @ 5 million in March 2013 . Telenor Group has on 29 January 2016 entered into an agreement to acquire approximately 95 % of Tapad Inc . The purchase price is USD 360 million , on a debt and cash @-@ free 100 % basis .

= = History = =

The idea for Tapad was conceived by cofounder and CEO Are Traasdahl at the Consumer Electronics Show ( CES ) . He saw attendees switching between televisions , laptops and smartphones and thought that brands should be able to cater their ads to individual users even as they switch between devices . Cofounder and CTO Dag Liodden , Traasdahl , and four others began developing algorithms for the software and founded Tapad in 2010 . It took almost a year for the company to obtain its first client , but afterwards the organization grew quickly . In 2011 , it raised \$ 1 @. @ 8 million in funding and opened five more sales offices in major US cities . From mid @-@ 2012 to mid @-@ 2013 , the company hired 44 people and moved its headquarters to a larger office in New York City . Another \$ 6 @. @ 5 million in funding was raised in March 2013 and \$ 7 million was raised in July 2014 to fund additional expansion in Europe . An additional \$ 18 @. @ 5 million in funding was raised in July 2015 .

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= = Software and services = =

Tapad uses data such as cookie IDs , operating system IDs , IP addresses , online registrations and data from partnering publishers to develop a probability that different devices are shared by the same person or household . According to Tapad , none of the data contains personally identifiable information ( PII ) . In a data sample tested by Nielsen , Tapad accurately identified users across devices in 91 @. @ 2 % of cases . This is only slightly less than deterministic methods which require PII .

Tapad is used for advertising to consumers across devices , where a user is shown an ad on their mobile or tablet device based on websites they visited on a desktop or based on a usage behavior that matches an advertiser 's target audience . For example , if an Android phone visits a website shortly after a desktop PC from the same home network , Tapad will assess that there is a high probability that the two devices are operated by the same person and will show them similar ads on both devices . According to the company website , its services also include cross @-@ device analytics for things like location , timing , user behavior , and audience analysis .

In early 2015 , Tapad partnered with Placed , a company that specializes in the measurement of in @-@ store visitation by consumers , then introduced features and services that attempt to measure if an advertising campaign resulted in consumers visiting a business location . It also introduced TV Pulse , a product that uses data from first party data suppliers to attempt to measure the effect of digital advertising campaigns . Tapad ? s Device Graph is also licensed to other technology companies and integrated into their products .

= = Privacy = =

Advertisements using Tapad usually feature a notification that explains the ad is being shown as a result of behavioral analysis and provide an opt @-@ out button in compliance with standards set by

the Digital Advertising Alliance . The disclosure features are provided by Evidon , which Tapad partnered with in November 2011 . According to Forbes , Tapad 's " burgeoning success risks irking Congress , regulators and privacy advocates . " The company 's CEO says it shouldn 't be a problem , since it doesn 't collect personally identifiable information .