

# PERSOSA

IDENTITY MANAGEMENT & OPT-IN NETWORK



[persosa.com](https://persosa.com)



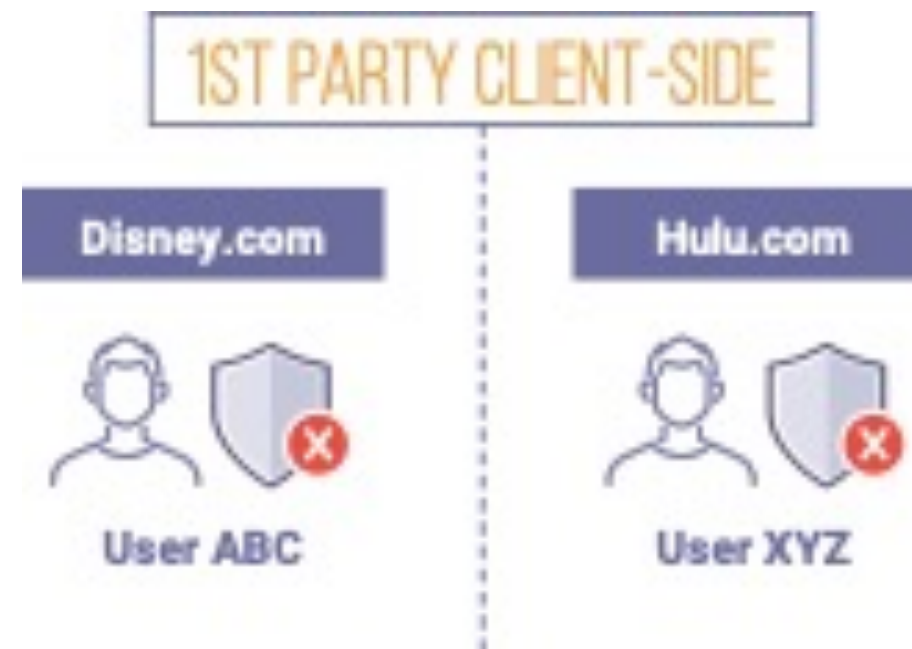
[info@persosa.com](mailto:info@persosa.com)

# COOKIE SOLUTIONS

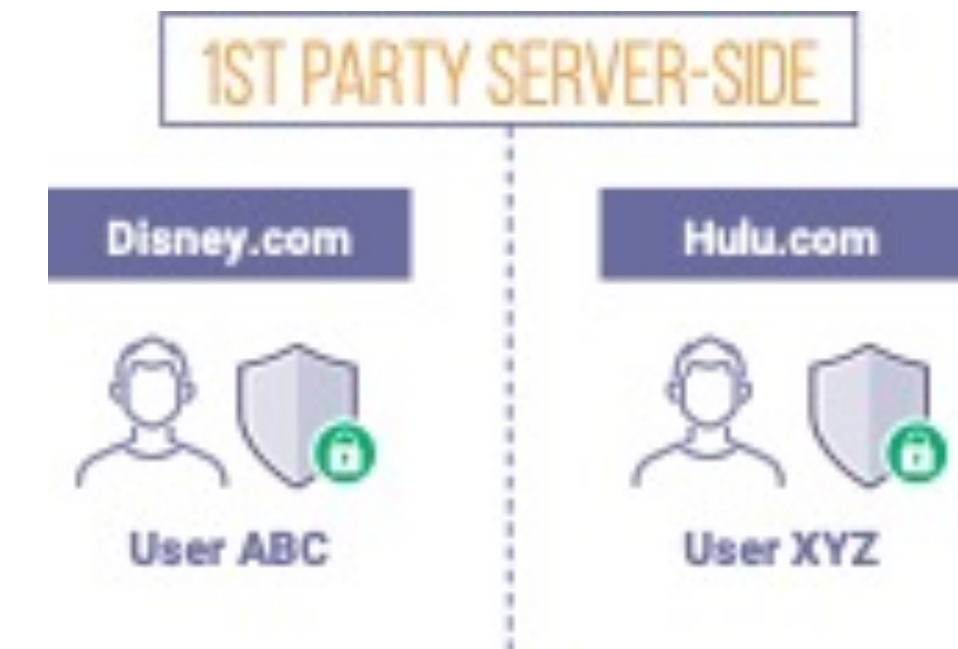
## CURRENT IDENTITY TRACKING OPTIONS



- Already blocked on Safari
- 2022 will be blocked on Chrome



- Limited lifespan in Safari
- Can be exposed to other on-page scripts



- Compatible with all browsers
- Data not shared with 3<sup>rd</sup> parties



# SOLUTION COMPARISONS

PERSOSA IS PURPOSE-BUILT TO TRACK IDENTITIES AND DELIVER PERSONALIZED EXPERIENCES IN REAL TIME

	3 <sup>rd</sup> PARTY COOKIES	1 <sup>st</sup> PARTY COOKIES CLIENT-SIDE	1 <sup>st</sup> PARTY COOKIES SERVER-SIDE	PERSOSA 
CROSS-DOMAIN TRACKING	<div></div>	<div></div>	<div></div>	<div></div>
PRIVATE & SECURE	<div></div>	<div></div>	<div></div>	<div></div>
BROWSER COMPATIBILITY	<div></div>	<div></div>	<div></div>	<div></div>
FUTURE PROOF	<div></div>	<div></div>	<div></div>	<div></div>

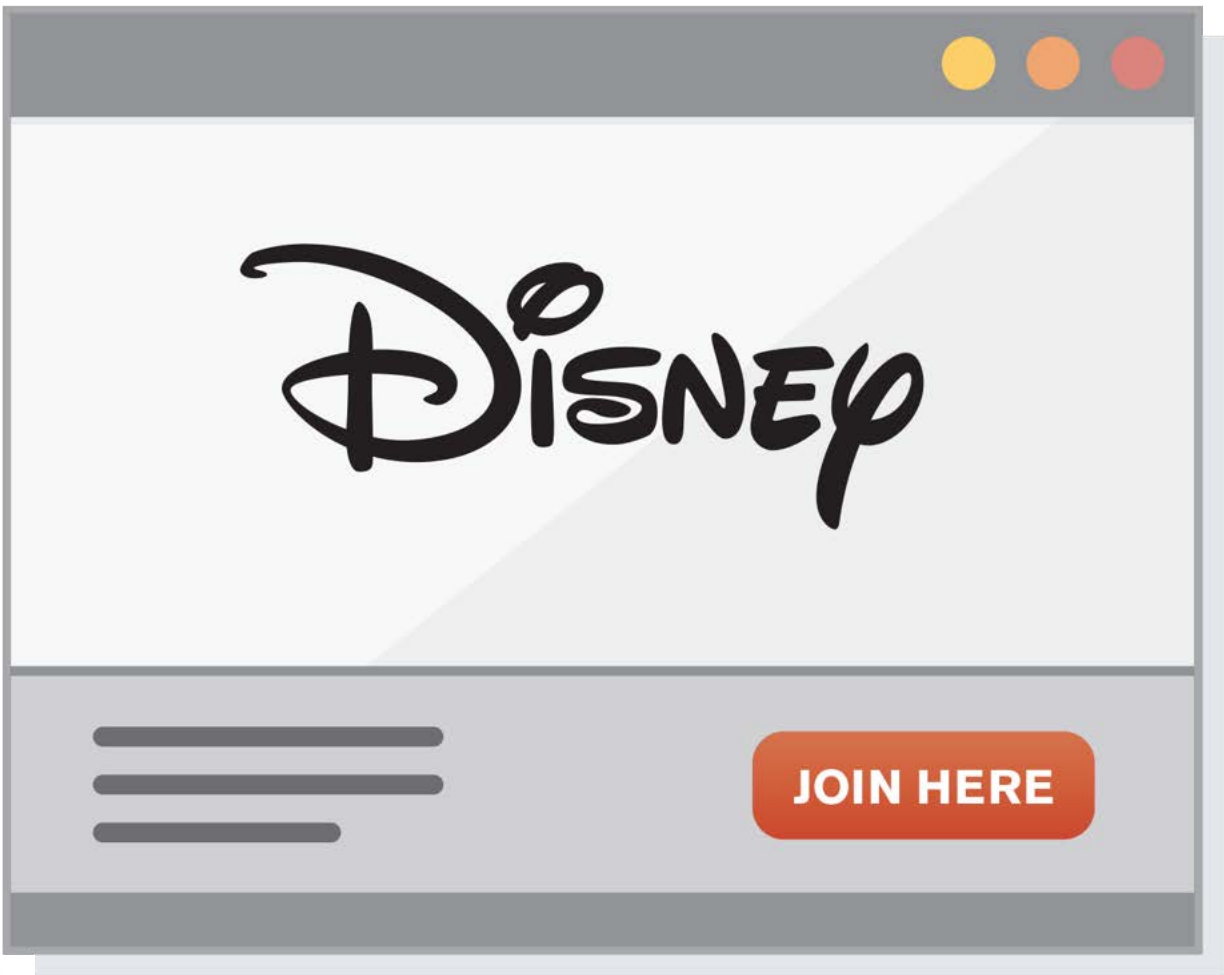
FUTURE  
PROOFED





# OPT-IN NETWORK

NEARLY HALF OF CONSUMERS ARE WILLING TO SHARE DATA IN EXCHANGE FOR BETTER CUSTOMER EXPERIENCES

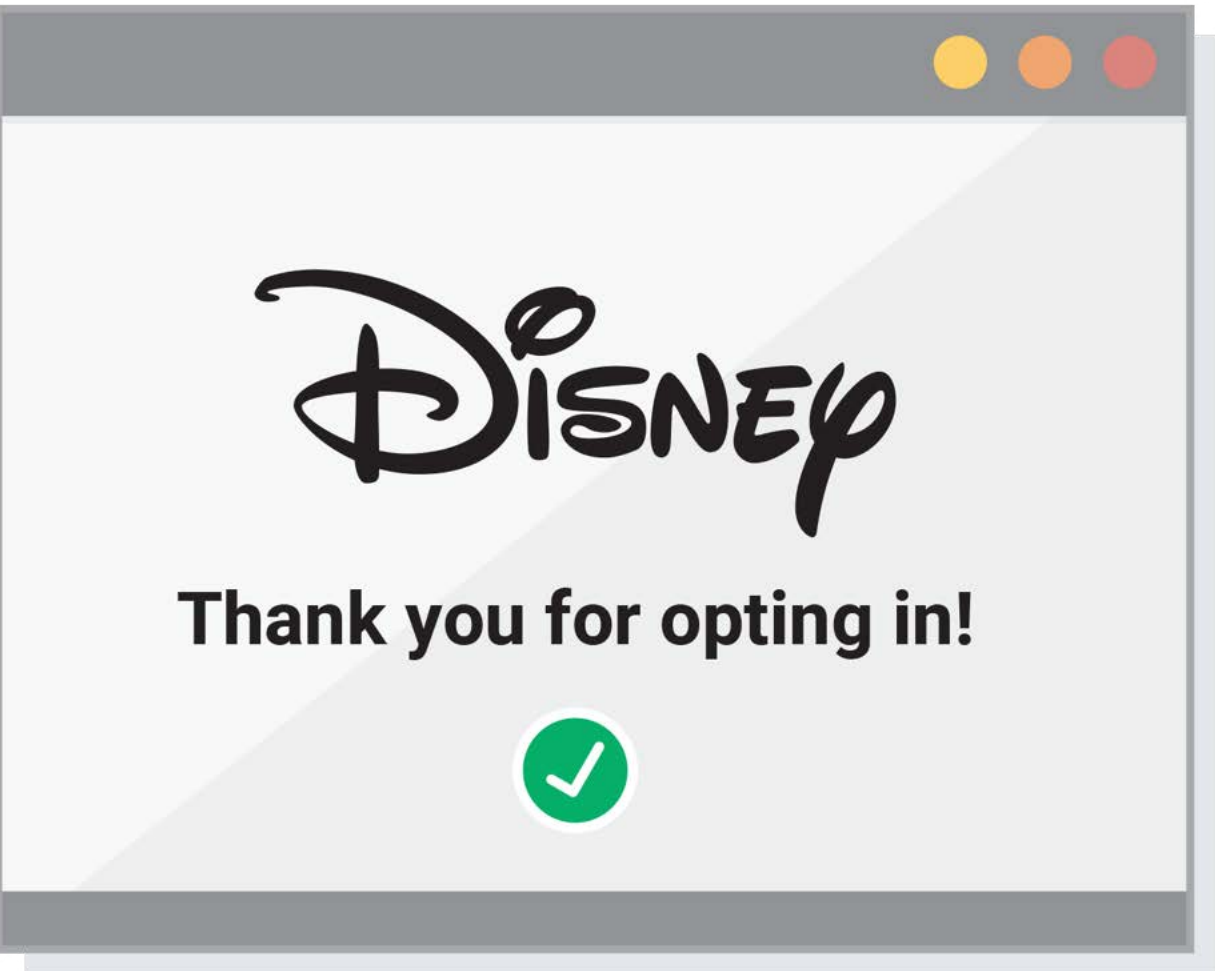


## OPT-IN CONSENT

Jane goes to Disney.com for the first time and receives a pop-up requesting opt-in consent for their identity network. In exchange Jane receives personalized experiences across their properties.

## OPT-IN CONFIRMATION

A second window opens confirming Jane's consent to join their opt-in network.



## CROSS-DOMAIN TRACKING

Persosa can now track Jane across all Disney properties that she has consented to.



Let's continue the  
conversation about owning  
and monetizing your data



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