

NetWise Announces Support of Unified ID 2.0

Advertisers, agencies and publishers will benefit from audience data combined with NetWise's data

BOCA RATON, FL, UNITED STATES, September 7, 2021 /EINPresswire.com/ -- [NetWise](#), the leading provider of true multi-channel B2B marketing data, today announced support for [Unified ID 2.0](#)

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NetWise CEO Dwight Gorall

to help B2B marketers enrich audience data without using personally identifiable information (PII). This will enable improved addressable marketing and measurement across channels without relying on third-party cookies or device identifiers, thereby protecting privacy.

Unified ID 2.0 is a new, open-source industry solution that represents an upgrade to existing identity solutions, while putting the consumer in the driver's seat. Initially developed by [The Trade Desk](#), the Unified ID 2.0 initiative spans hundreds of collaborative partners that operate across the open internet. NetWise will incorporate Unified

ID 2.0, and will make it available to multichannel marketers via the recently launched NetWise Audience Platform.

“We look forward to making the latest B2B data more accessible to all who use the Unified ID 2.0 standard,” said NetWise CEO Dwight Gorall. “Every marketer and publisher using that standard will now have easy access to the NetWise database. We're eager to work with the industry to lead the way in preserving the market value of the open web.”

Marketers and publishers who work with NetWise and UID 2.0 will now be able to analyze, build, and execute on complex, custom, and targeted audiences whenever they want in an effective and completely privacy-compliant way. As the industry pushes for more transparency among multi-channel marketers, NetWise is leading the industry shift from cookies and device IDs to a better approach.

“NetWise provides datasets that will enable advertisers to better measure campaigns while growing the scale of Unified ID 2.0,” said The Trade Desk GM of Product, Bill Michels. “Unified ID 2.0's core principles are to empower the advertising industry to buy on authenticated and encrypted audience data, while also providing more consumer control, and we welcome NetWise to the growing stable of partners who are supporting this initiative.”

To start using the NetWise Audience Platform, visit <https://netwisedata.com>.

About NetWise

NetWise is the leading provider of true Multi-Channel B2B Marketing Data, to Brands, Agencies, Platforms, Sales & Marketing professionals, and Data Science teams. Our data products help power the majority of business data across all of Ad & Mar-Tech. Our B2B Audience Data Platform enables any marketing team, no matter how big or small, simple or sophisticated, to execute successfully targeted marketing campaigns across every platform in every channel. Visit us at <https://netwisedata.com>.

About Unified ID 2.0

Unified ID 2.0 is a next-generation identity solution that is soon to be open-source digital framework. With initial development led by The Trade Desk, Unified ID 2.0 is the result of a broad collaboration of publishers, buyers and technology providers across the industry. It serves as an alternative to third-party cookies that aims to improve consumer transparency, privacy and control, while preserving the value exchange of relevant advertising across channels and devices.

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