

Large platforms

Google
Facebook

Financial services

Credit card companies
Banks
Fintech

Public sector

Utilities
Law enforcement
Healthcare

Telecom and service providers

Mobile carriers
IoT
Wearables
ISPs

Media and publishing

Websites
Games
Apps
Music

Retail and consumer services

Online shops
Travel

Advertising technology

Ad networks
SSPs/DSPs
DMPs
Cross-device tracking

Customer management

Personalization
Predictive marketing
Loyalty programs
Call center

Marketing data

Agencies
List rental
Lead generation
Segmentation

Risk data

Identity verification
Fraud detection
Credit scoring
Telematics data

Business IT

Authentication
Analytics
Managed services

Consumer-facing services
Collect, trade, and share data

Not consumer-facing
Integrate data
Match identities