

GRAPHSYNC ID FEED

# Real-Time Insights for AdTech Success

The GraphSync ID Feed delivers a continuously updated stream of U.S.-only impression events from Cybba's expansive digital footprint, offering AdTech platforms such as DSPs, CDPs, and DMPs real-time audience insights, cross-device attribution, and precise targeting.

## Why GraphSync?

GraphSync is a reliable choice with hourly data refresh, U.S.-only scope, and detailed fields like IP addresses, domains, and timestamps. Its unique data footprint extends beyond standard ad-supported environments, ensuring valuable insights. Customizable filters and schema modifications meet specific business needs.

## Regulatory Compliance

Cybba fully adheres to U.S. federal and state-level regulations, including but not limited to:

- **CCPA/CPRA (California):** Consumer rights for data access, deletion, and opt-outs.
- **VCDPA (Virginia):** Transparent processing and deletion rights.
- **CPA (Colorado), CTDPA (Connecticut), UCPA (Utah):** Consumer protections for targeted advertising and data handling.
- **Opt-Outs & Deletions:** We actively manage all opt-out requests and data deletions in compliance with privacy laws.

## Key Use Cases

### Attribution & Cross-Channel Analysis

**What It Solves:** Tracks user activity across devices and channels for precise attribution.

**Example:** Multi-touch attribution to optimize customer journeys.

### Audience Modeling & Lookalikes

**What It Solves:** Builds custom and lookalike audiences for targeted campaigns.

**Example:** High-value user clusters based on domain visits.

### Geolocation-Based Targeting

**What It Solves:** Supports local campaigns with IP-to-geo mapping.

**Example:** Regional promotions for NYC-based audiences.

### Ad Sequencing & Frequency Capping

**What It Solves:** Controls ad exposure to prevent fatigue and guide users through a funnel.

**Example:** Sequential storytelling with limited ad frequency.

## Customization Options

**Additional Dimensions:** User agent, IP-to-lat/long mapping.

**Data Filtering:** Geographic, domain-specific, and time-based filters.

**Schema Modifications:** Customization available based on development effort and data availability.

## Technical Specifications

### Data Structure

- Fields: IP address, full-path domain, timestamp (ISO 8601).
- Format: CSV, compressed with GZIP for efficiency.
- Delivery: AWS S3 via secure SFTP or API.

### Volume & Latency

- Hourly Events: ~500,000
- Daily Events: ~12MM
- Monthly Events: ~360MM