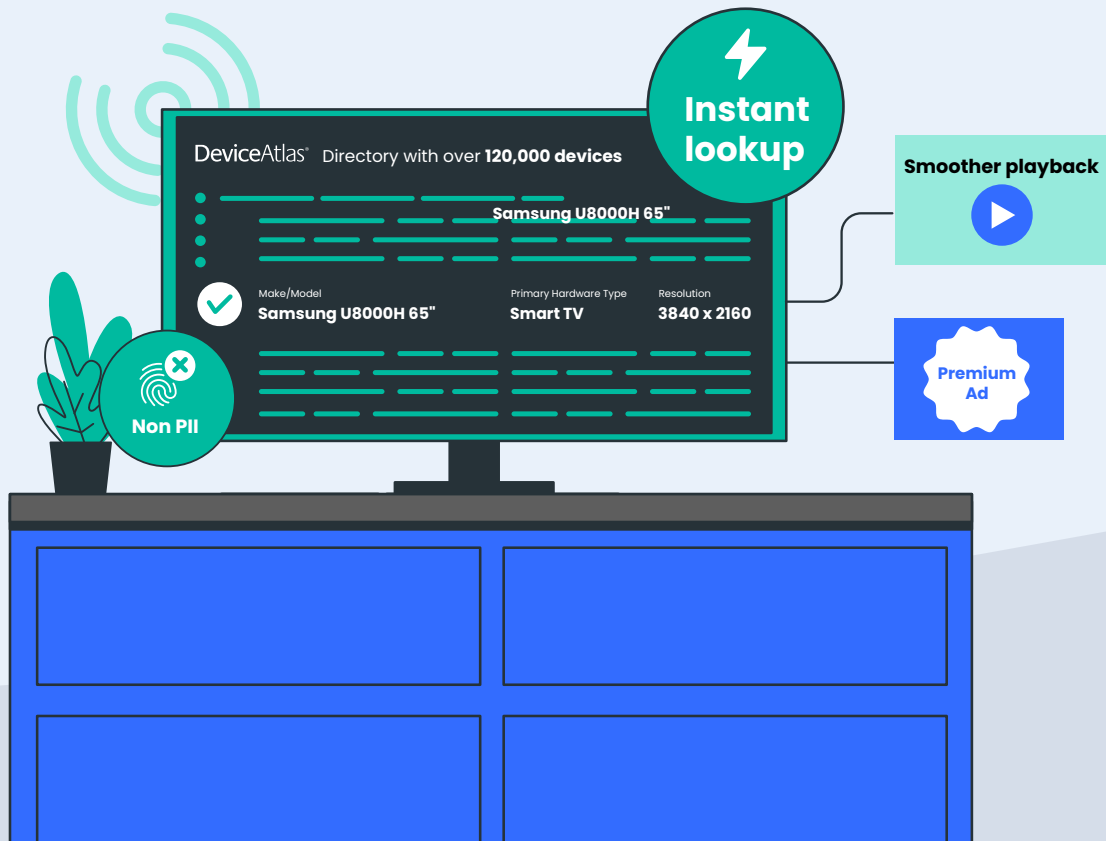
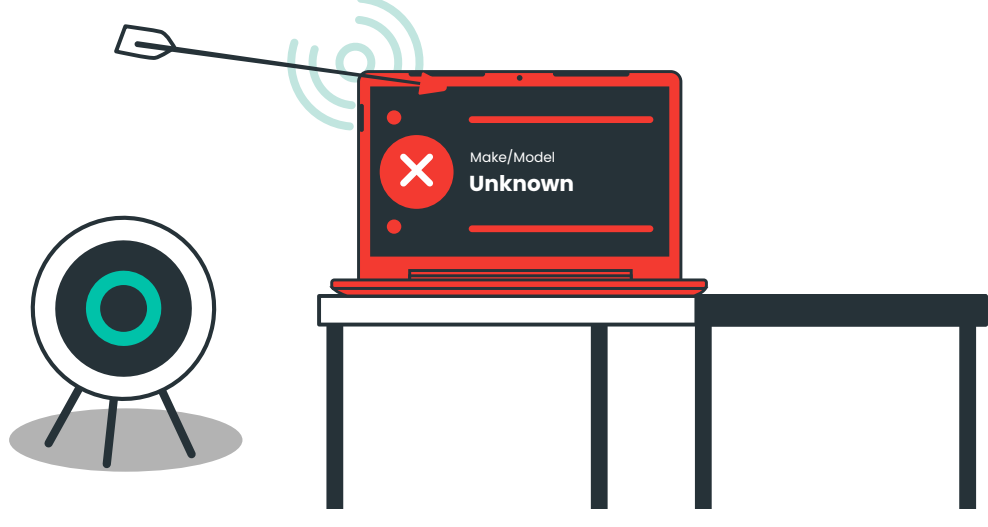


Stronger Device Signals. Better CTV Decisions.

Household graphs are only as reliable as the device signals behind them. When device classification is weak or inconsistent, the errors flow downstream into targeting, optimization, and measurement.

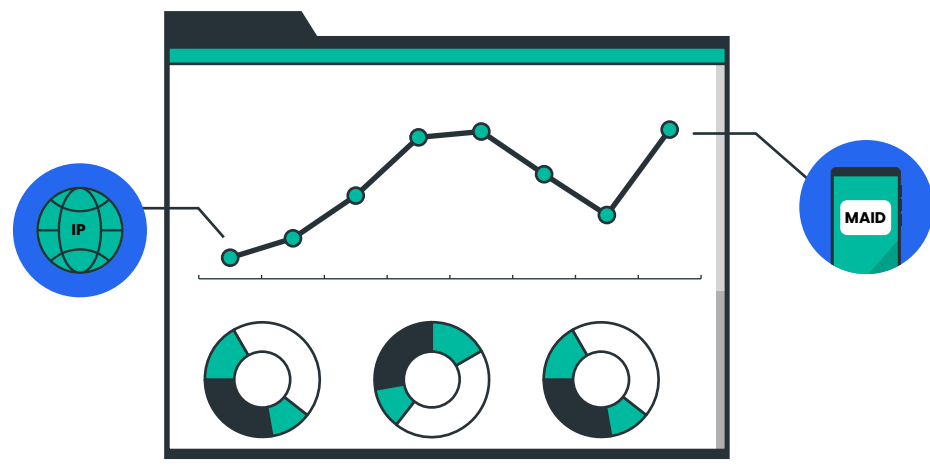


75%
of IP-based CTV targeting attempts fail to reach the intended household.



Source: [AdWeek](#)

MAIDs are
24%
more consistent than IP addresses.



Weak device signals mean:



Wasted ad spend



Poor campaign optimization



Discrepancies across partner reporting



Limited transparency into data quality

How DeviceAtlas solves this

DeviceAtlas strengthens CTV targeting and inventory valuation using server-side device data from HTTP headers. No fingerprinting, no personal identifiers.

- 1** **Accurate CTV classification**
DeviceAtlas confidently detects over 13,400 different types of CTV devices.
- 2** **Consistent device classification**
Know the make, model, hardware type, and OS behind devices.

- 3** **Quality-controlled data**
Documented and sourced device properties make device-level input transparent.
- 4** **Non-PII device classification**
Contextual device data supports better targeting, measurement and optimization.
- 5** **Daily updates**
Curated data is updated to identify new CTV devices as they enter the market.

"The problem arises when you've got different sources and different quality levels of data. Then you've got the advertiser potentially with a different picture than the publisher which causes discrepancies ... ideally you want a consistent, clean source of data across the whole chain."

John Leonard, Director of Product Strategy, speaking at the IBC panel **'Making Advertising More Viewer Centric'**.

[Watch Panel](#)

DeviceAtlas has a comprehensive database of **120,000** devices

DeviceAtlas can identify

13,428

different CTV device models:



- 7,894** TVs
- 4,043** set-top boxes
- 742** plug in modems
- 298** media players
- 232** projectors
- 81** games consoles

By integrating DeviceAtlas, Adoppler immediately saw a **110% increase in CTV identification** which improved ad targeting, monetization, and partner trust.

[Read Case Study](#)



**Know your CTV devices.
Target with confidence.**

[Talk to Sales](#)