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# PRESS RELEASE

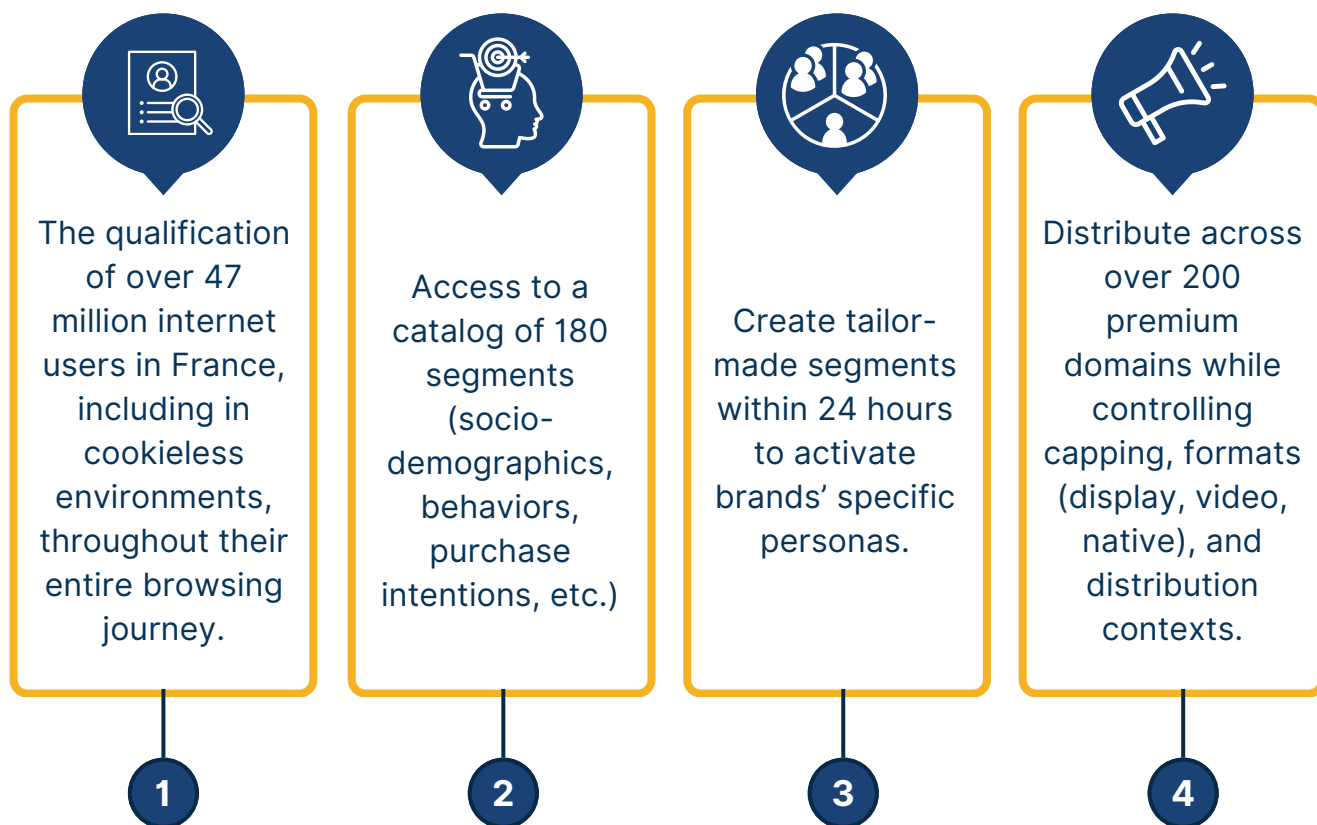
## **Implcit and First Id Combine the Strength of Médiamétrie's Internet Panel with the Power of Deterministic Identifiers**

**This innovative solution enhances the market's most widely used identifiers with the benchmark audience measurement data in France.**

Implcit, a specialist in advertising statistics and Artificial Intelligence, and First-id, a key player in deterministic identification, announce their groundbreaking alliance. This partnership aims to address major challenges faced by advertising stakeholders: accurately reaching the right audiences across all environments (devices and browsers), while ensuring privacy compliance and delivering maximum performance.

### **A High-Performance, Powerful, and Privacy-First Alliance**

Built on the combined strength of First-id's deterministic identifier (deployed across 200+ premium publishers) and Implcit's predictive capabilities (based on Médiamétrie's Internet panel), this alliance enables:



All of this through the usual purchasing tools or in a *full managed-service* model, tailored to meet the needs and resources of each client.

### A proof in practice: Easter peak period



To demonstrate the effectiveness of their approach, Implcit and First-id collaborated with Zenith, the media agency for Intermarché, on a test campaign. The objective was clear: to drive website traffic through qualified targeting.

Several million First-id identifiers were qualified by Implcit for the specific targets during Intermarché's Easter peak period: families with children, deal seekers, chocolate lovers...



*In a fragmented identification context, this targeting solution allowed us to activate socio-demographic and behavioral data without third-party cookies, within a secure, large-scale distribution framework. Without compromising on campaign performance, this French technological partnership meets our needs for simplicity and our search for alternatives.*

The results are compelling:

- Massive volumes of qualified advertising, enabling a powerful campaign to be launched in just **two weeks**
- An exceptional post-click visit rate, **twice** as high as the Intermarché average
- Over **70%** visibility, a testament to media quality...

Lucie Brunel, Directrice Digital chez Zenith



*This solution ticks all the boxes: easy to activate, innovative, and effective. It embodies our commitment at Intermarché to test concrete alternatives in building the digital advertising of tomorrow. Working with French tech companies is a real choice, and even more rewarding when the results meet expectations.*

Elliott Decronumbourg, Media Communication Project Manager at Intermarché.

## Vers une nouvelle norme de performance post-cookie

*Europe must have an alternative to the GAFA. Implicit and First-id are building the bridges between probabilistic and deterministic, privacy compliance and operational power.*

Laurent Nicolas, Co-founder and CEO of Implicit.



*In an ever-evolving advertising ecosystem, identifiers play a crucial role in enhancing addressability, enabling measurement, and now targeting brands' personas.*

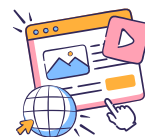
David Folgueira, Co-founder and CEO of First-id.

This collaboration demonstrates the ability of the Implcit x First-id alliance to combine targeting performance, data privacy compliance, and amplified reach. In a context of extreme fragmentation and audience loss, this solution represents a new path forward for:



### **Agencies**

More control  
Greater precision  
Less dependence.



### **Publishers**

Better accessibility to  
their enhanced  
audiences.

## *About*

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### **Implcit**

Implcit is a French startup founded in 2020 with the ambition to reinvent digital advertising based on privacy compliance. With unique access to detailed data from Médiamétrie's panel (analyzing one billion signals), Implcit creates Artificial Intelligence models for targeting, measurement, and optimization of advertising campaigns.

***Laurent Nicolas – CEO @ Implcit – [laurent.nicolas@implcit.com](mailto:laurent.nicolas@implcit.com)***

### **First-Id**

First-id is a French startup founded in 2022 with the ambition to give brands—both media and advertisers—control over their first-party data from creation to activation. With a unique deterministic authentication model for internet users and prospects, First-id supports its partners with their data (identification and reconciliation) and media (targeting and measurement) challenges through a solution interoperable with the leading MarTech and AdTech tools in the European market.

***David Folgueira – CEO @ First-id – [davidfolgueira@first-id.fr](mailto:davidfolgueira@first-id.fr)***