

matchbook

Maximize Visitor Intelligence Capabilities and Increase Reach with Matchbook

 Use Case

Learn how Matchbook can help B2B Intelligence Platform companies enable their clients to the right audiences through digital campaigns while improving their visitor intelligence capabilities.

Overview:

In today's fragmented digital landscape, the ability to maintain accurate, complete and up-to-date B2B profiles is crucial to marketers that want to increase the effectiveness of their cross channel marketing campaigns. With enhanced IP data from businesses, B2B intelligence platform companies can use this information to provide valuable insights to help their clients maximize their advertising spend by focusing on audiences that are more likely to convert. This information can also strengthen their visitor intelligence product to ensure they better understand what companies are coming to their corporate websites.

Matchbook helps B2B intelligence companies refine the accuracy of the accounts that have visited a website by matching fragmented data together, distinguishing whether it's a residential or commercial address to enhance the quality of the data and maximize the efficacy and retention of their visitor intelligence product.

How Matchbook Works:

Matchbook leverages the physical locations that B2B Intelligence Platform companies supply, and it returns all related IP addresses and MAIDs. This data empowers B2B intelligence companies to provide their clients with the most precise information for enhancing ROI on their retargeting campaigns.

