

matchbook

Deploy Audiences to any Device and Increase Impressions with Matchbook

 Use Case

How Matchbook helps optimize reach and drive ROAS for In-Game Programmatic Advertisers

Overview:

In recent years, the popularity of video games has surged, capturing the attention of game developers and advertisers who constantly seek innovative ways to connect with their target audience. In-game advertising has become a highly effective marketing channel that enables advertisers to engage with gamers while they indulge in their favorite games. Despite programmatic in-game platforms having access to gamers' IP addresses, they often lack vital contextual data that could aid them in expanding their reach and retargeting audiences across different devices.

To address this challenge, programmatic in-game advertisers can leverage Matchbook, which associates their IP addresses with MAIDs, thereby increasing their value to advertisers and developers through a multi-channel advertising solution.

How Matchbook Works:

Matchbook enables advertisers to create retargeting campaigns that reach the same users across multiple devices by utilizing the IP addresses exposed in an in-game ad campaign and matching them to all associated MAIDs that have recently connected to those IP addresses over WiFi.

