Maximize Ad Results and Increase Attribution with Matchbook

How Matchbook can help Free Advertising Supported TV companies boost the reach of advertiser's CTV ad campaigns and increase conversion

Overview:

The emergence of FAST TV has disrupted the traditional linear TV advertising model, offering viewers the convenience of streaming their favorite shows and movies for free, with ads serving as the primary revenue stream for content providers. With the digital marketing ecosystem quickly transitioning to identity based solutions, marketers have access to more data and insights than the standard 18-49 and 25-54 demographics that linear TV advertising offers. As more viewers flock to FAST platforms, advertisers are faced with challenges connecting the digital world to the physical world. The lack of a direct link between digital ads and offline sales or foot traffic can be difficult for advertisers to measure the effectiveness of their campaigns and optimize them effectively. By connecting the digital and physical worlds, advertisers can gain a more complete understanding of their customer's behavior and optimize their campaigns to drive more sales and engagement both online and offline.

While FAST companies may have access to their users' registration data and IP addresses, the accuracy of this information may be compromised since less than 2% of the world's IP addresses remain stable for more than 50 weeks. To capitalize on this opportunity, FAST companies can employ Matchbook , an identity resolution tool that helps build stronger relationships with advertisers and expand

Accuracy After 50 Weeks

- 🟧 Acurate Stable IP Addresses
- 🟦 InAcurate IP Addresses
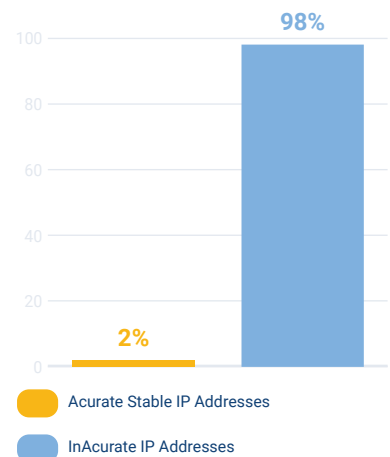
Most Company registration data and IP addresses are not as accurate since less than 2% of the world's IP addresses remain stable for more than 50 weeks.

their reach. With Matchbook , FAST companies can match profile data associated with their unique CTV IDs to current IP addresses and MAIDs, enhancing their ability to accurately identify household-level audiences and reach them across multiple devices and bridge the online-offline gap. This approach leads to effective attribution, increased conversion rates, and ultimately higher ROI for their advertiser's in-media campaigns.

| INPUT		OUTPUT
IP ADDRESS	**match**book	**MAID**
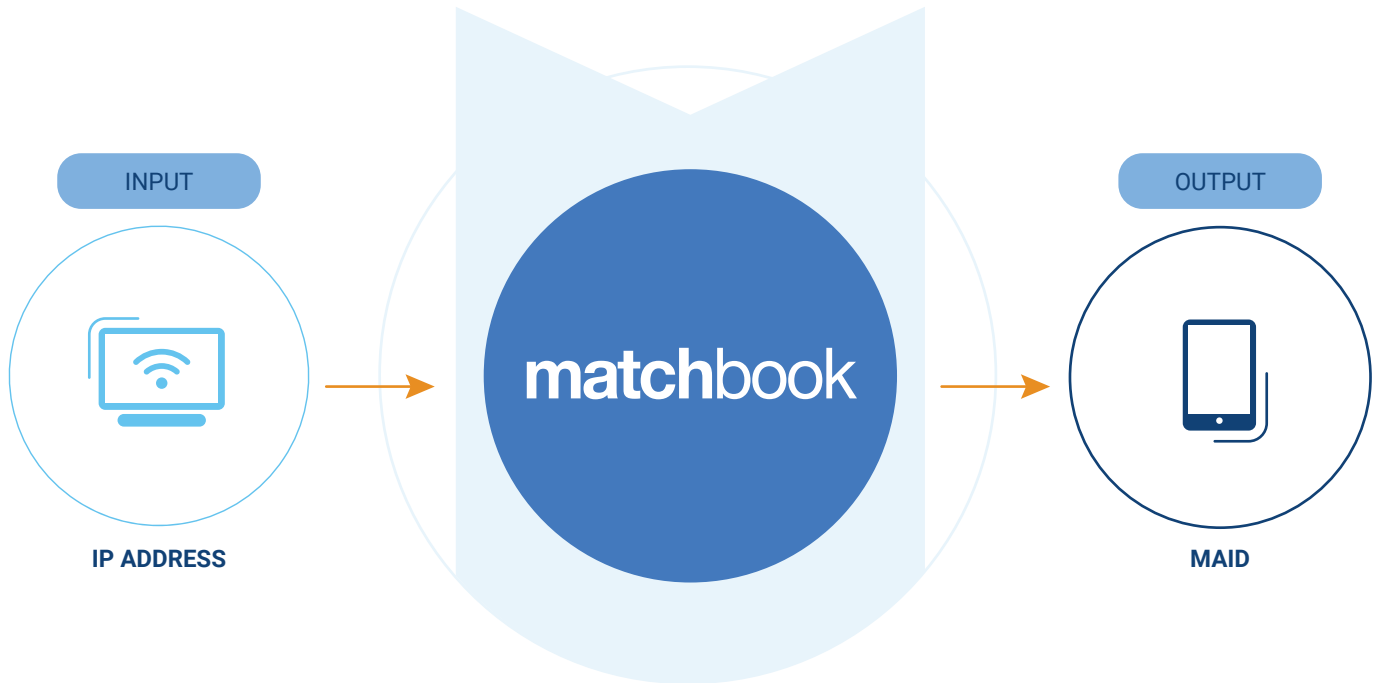
How Matchbook Works:

Using billions of device-derived, consent-based observations, Matchbook leverages the IP addresses of connected TVs provided by FAST companies to identify all related MAIDs within a household over a certain period of time. FAST companies can customize this information as needed to understand historical context, target the top connected devices and overlay 1st party data for additional nuance.

Building Better Ad Pods:

Leveraging NetAcuity's Home DB and Matchbook IP to MAID, FAST companies can provide even more insights to companies to improve ad podding, allowing buyers to maximize their media investment and enable a better viewing experience. By using Matchbook, FAST companies can understand the universe of devices mapped to a profile under the same roof allowing them to target not just the CTV, but all devices in the household to maximize reach for frequency around ads.
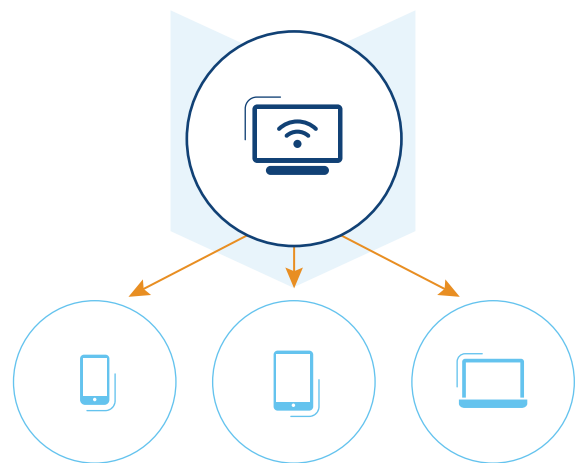
Connecting Offline to Online

With the MAID data provided by Matchbook, FAST TV companies can offer marketers additional insights beyond the basic demographics of their audience. This includes location data, ad engagement metrics, and other relevant demographics. By reconciling this information with POS or first-party data, companies can gain a more comprehensive understanding of attribution and target the right audience more effectively. This information is invaluable for companies, as it allows for retargeting of MAIDs linked to specific IP addresses, resulting in increased impressions and improved conversion rates for their ad campaigns.
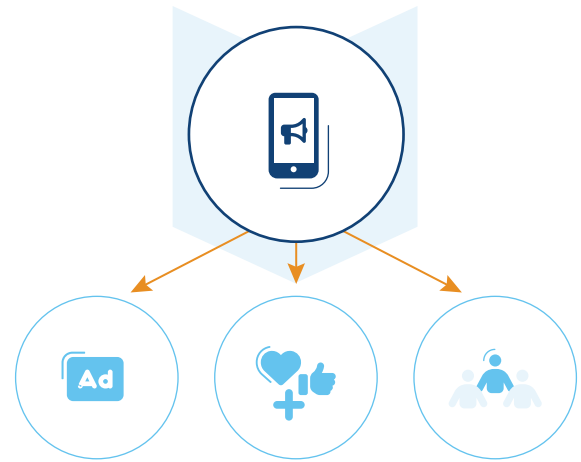
matchbook

Our Difference

Matchbook leverages an unparalleled understanding of the IP address space, including how they are allocated, their level of stability, and how location and ISP data affect specific attributes. By design, all of Matchbooks IP Intelligence datasets are comprised of privacy-sensitive, first-party, geo-location data that makes it easy for marketers to enhance their campaigns. Customers can then target the right audience with the right message at the right time.