



Audience Company Improves OTT Matching & Boosts Revenue by Leveraging Matchbook Matching ID Resolution Graph

 Case Study

Overview

Matchbook Matching, an identity resolution tool, is a key driver of success for a client we will call “Acme”, delivering a 13X revenue increase in the first year. Acme is an audience company serving the CTV/OTT space. In Spring 2021, Acme began leveraging Matchbook Matching and their audiences on the CTV/ OTT programmatic platform saw an immediate uptick in campaign impressions while simultaneously reaching the right audiences. As a result, Acme’s audience data has become the gold standard for its clients, and its revenue has continued to climb.



Background

Advertising spend in CTV/OTT continues to grow as advertisers seek to reach and engage audiences in this increasingly sought-after channel. Not surprisingly, advertiser demand for CTV/OTT audience data has also grown substantially.

For the past two decades, Acme has collected purchase data from multiple sources in order to build audience segments which it sells to clients for campaign targeting. Those data sources include credit card transactions, as well as information submitted by consumers when they subscribe online for a variety of subscriptions, such as magazines.

Previously, Acme built audiences based on this subscription and IP data, and they generally performed very well in direct mail and other offline campaigns. As CTV/OTT has risen in importance over the past few years, Acme began working with a platform that built, activated, and measured audiences for OTT. For this case study, we will call this platform company “Beam.” In the partnership between Acme and Beam, where Acme provided IP Addresses of their purchase behavior,

Acme saw mixed results in engagement and knew there had to be other solutions to improve campaign performance.

The Challenge



Acme client Beam activates ad placements on OTT devices and manages campaigns targeting at-home viewers. Clients have the option to select purchase behavior audiences to run their campaigns against. After some time, both companies noticed the fill rates were low. As it turns out, Acme was collecting its IP address data at the time the consumer submitted an online subscription application or completed a purchase, and those events can occur anywhere -- at home, the office, even while traveling. This meant that the IP addresses they were using for targeting users at home were unreliable as the user may have been at work or traveling at the time the IP address was collected. As such, given the Acme's goals of expanding their OTT channel business, they decided to look for an alternative approach to improve their household to IP mapping by using Matchbook Matching.

The Solution



Acme wanted to see if Matchbook Matching's data would improve the accuracy and fill rates of the campaigns run by Beam. To determine the accuracy of their existing IP address data, Acme provided their data set of homes in Lat/Long format, as well as their associated IP addresses. While evaluating Matchbook Matching, it was determined that less than 20% was actually reliable as the location response was inaccurate for household targeting. This was the cause for low fill rates when activating their audience segments via an IP address.

Success



Acme began testing Matchbook Matching's IP addresses with Beam on its OTT platform to activate the same audiences and within the first month, Beam saw an uptick in the impressions for Acme's audience segments.

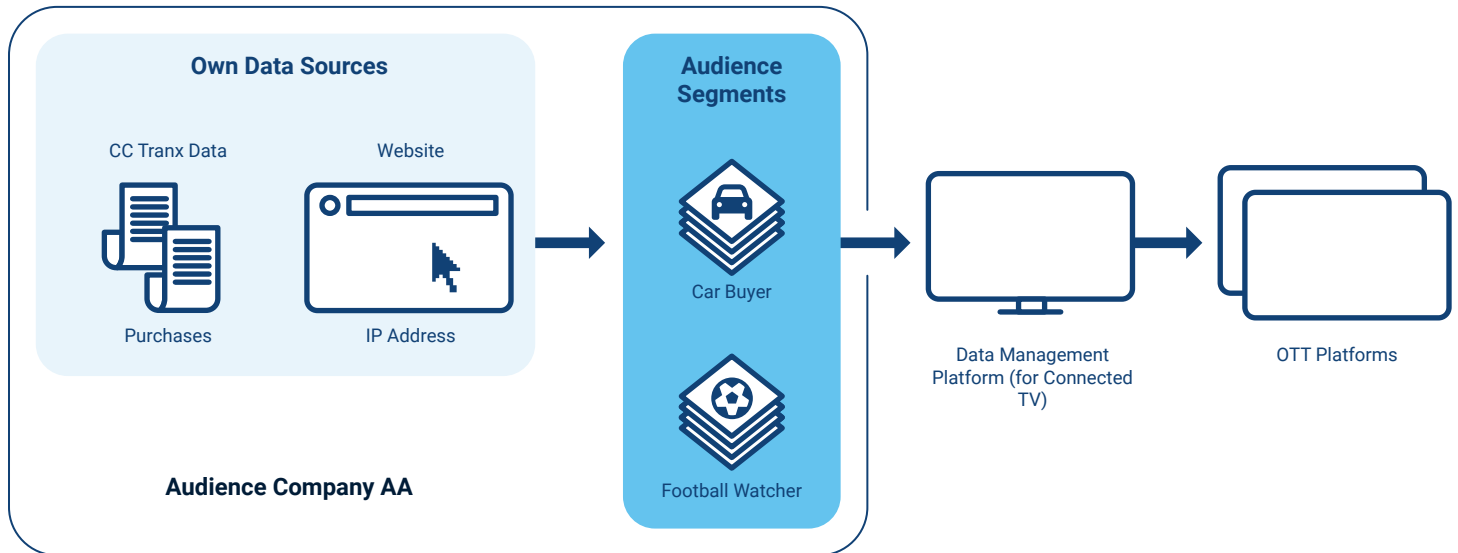
It's not that Acme's audience segments weren't well crafted; they had just been working with a large pool of unreachable IP addresses. Today, Acme sends their audience segments leveraging Matchbook Matching's IP and has seen a 13X increase in their revenue from their relationship with Beam. They are also leveraging those IP addresses across multiple platforms with great success, leading clients to rely on their gold-standard audience data to ensure solid campaign performances.



13x

Revenue Increase

Acme Audience Case Study for Matchbook – Before



Acme Audience Case Study for Matchbook – After

