

# Matchbook Identity Resolution Platform Designed For A Privacy-First Adtech World

 **Matchbook Product Data Sheet**



## Billions of Observations



over 700 million devices and 300+ apps across the globe each month

In today's AdTech landscape, advertisers and marketers are facing challenges in connecting the dots when trying to reach their customers across fragmented marketing channels. Matchbook, a new identity resolution solution designed for the growing CTV industry and the audience segmentation space, provides marketers with the ability to bridge these gaps and expand their reach across channels. Whether brands are targeting CTV devices through IP addresses or audience companies seeking to enrich their segments, Matchbook offers accurate, non-cookie-based identifiers.

Billions of aggregated, consented, and device-derived observations are used to build our location, IP, and MAID-centric databases, enabling advertisers and marketers to create a consistent and engaging experience for customers by reaching them across devices.

Currently available globally, Matchbook provides clear and actionable insights that empower clients across the ad ecosystem to make data-driven decisions on how to best connect with their most valuable audiences.

### Use Cases:

- ▶ ID Graph Enrichment
- ▶ Audience Extension
- ▶ Cross-platform Targeting/ReTargeting
- ▶ Account Based Marketing
- ▶ Campaign Performance Measurement
- ▶ And more...

## Matchbook Data Pathways

### Unlock the full potential of first-party data by matching to highly accurate digital signals

▶ Physical Location to IP

Matches a latitude and longitude to an IP address

- ↳ Optimize your location-based targeting strategy with highly accurate IP data. Matchbook empowers you to target based on the most recently observed IP addresses in close proximity to your desired location.

▶ IP to MAID

Matches an IP address to top or all MAIDs

- ↳ Maximize your ad spend and increase ROI by leveraging MAIDs associated with the highest number of observations on a given IP.

▶ MAID to IP

Matches MAIDs to an IP address

- ↳ Enhance your targeting capabilities and effortlessly reach customers across various devices by utilizing IP addresses that a MAID has most frequently connected to.

### Other Matching Capabilities:

- ▶ H3
- ▶ Geohash
- ▶ Zip Code

## Customization

Matchbook allows for parameter customization to fit the customer's data needs.

- ▶ **Look-back Timeframes:** tailor to match your unique use case and opportunity window for in-market consumers.
- ▶ **Adjust Number of Matched Responses:** adjust to target top propensity connected devices to reduce noise.
- ▶ **Tailor the Threshold of Observations:** target only those connections with the most seen observations to eliminate devices with less affinity.

# 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 Matchbook's 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.