



MATCH MULTIPLIER BY ACXIOM

UNLOCK THE POWER OF OWNED DATA AND EXTEND THE REACH OF FIRST-PARTY AUDIENCES

We all know the importance of first-party data and identity as strategic assets for brands. As third-party cookies become a thing of the past, the scale and performance of customer acquisition and retention strategies will suffer if brands don't have a way to leverage first-party data.

GAIN SCALE, ACHIEVE GOALS

Acxiom has partnered with Snowflake to create Match Multiplier, an application that will allow brands to increase the reach of their data with additional match keys natively in the Snowflake Data Cloud to facilitate data sharing. Using Match Multiplier, brands can leverage Acxiom's ethically sourced, addressable recognition data to improve downstream match rates of owned data within their Snowflake environment, allowing them to gain the scale necessary to achieve their campaign goals.

Brands may have only one or two ways to reach a customer. Via Match Multiplier, Acxiom supplies additional touchpoints for matching. With many platforms and publishers moving to hashed emails and other identifiers as the primary way to match, these additional connections become invaluable to unlock the potential reach of a customer list. The application also provides a simple tool for connecting data directly with platforms and publishers.

BENEFITS OF MATCH MULTIPLIER

- An intuitive, non-technical interface accessible via a native application within Snowflake
 - Augment and distribute data securely within your environment
 - Any marketer can use Match Multiplier without involving data architects to write complex SQL code
- Secure and compliant data connections directly with media platforms and publishers
 - Reach ideal audiences, increasing the chance of strong campaign performance
 - Easily and securely push data to the media platform or publisher of choice without having to transfer files or share personally identifiable information (PII) directly with multiple players

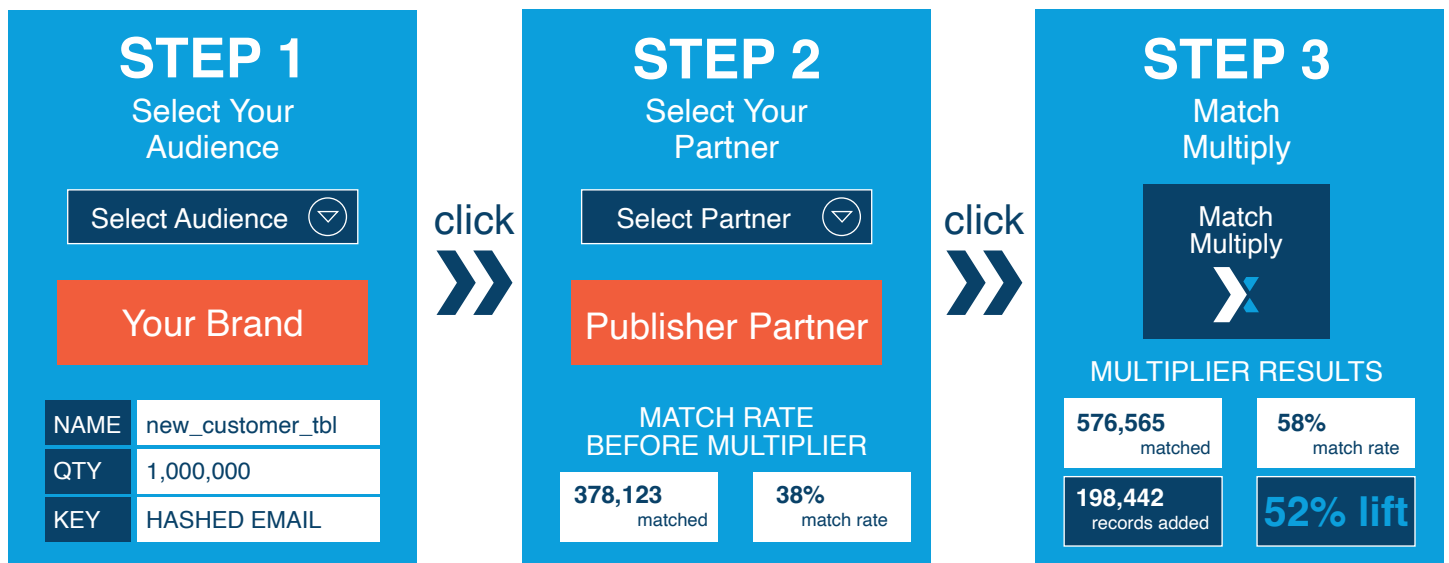


DATA SAFETY AND SECURITY

An industry leader in consumer privacy and data governance, Acxiom has always embraced the essential steps and protocols to ethically source and credential data.

HOW IT WORKS

- Match Multiplier is available within Snowflake Marketplace by searching for Match Multiplier or Acxiom.
- Once the app is installed, the user is guided through the flow to choose a first-party data source, select a destination platform for the data, and view the match results, both before and after Acxiom's Match Multiplier layer has been applied.



LEVERAGE FIRST-PARTY DATA AND EXTEND REACH

Brands using Snowflake and anticipating decreased campaign performance in the wake of third-party cookie deprecation can tap into Match Multiplier to enhance the reach of their first-party data.

FOR MORE INFORMATION

visit acxiom.com/matchmultiplier or contact info@acxiom.com.

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