ACXIOM

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.

WHY ACXIOM OFFERING IS BETTER

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 will have access to 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.
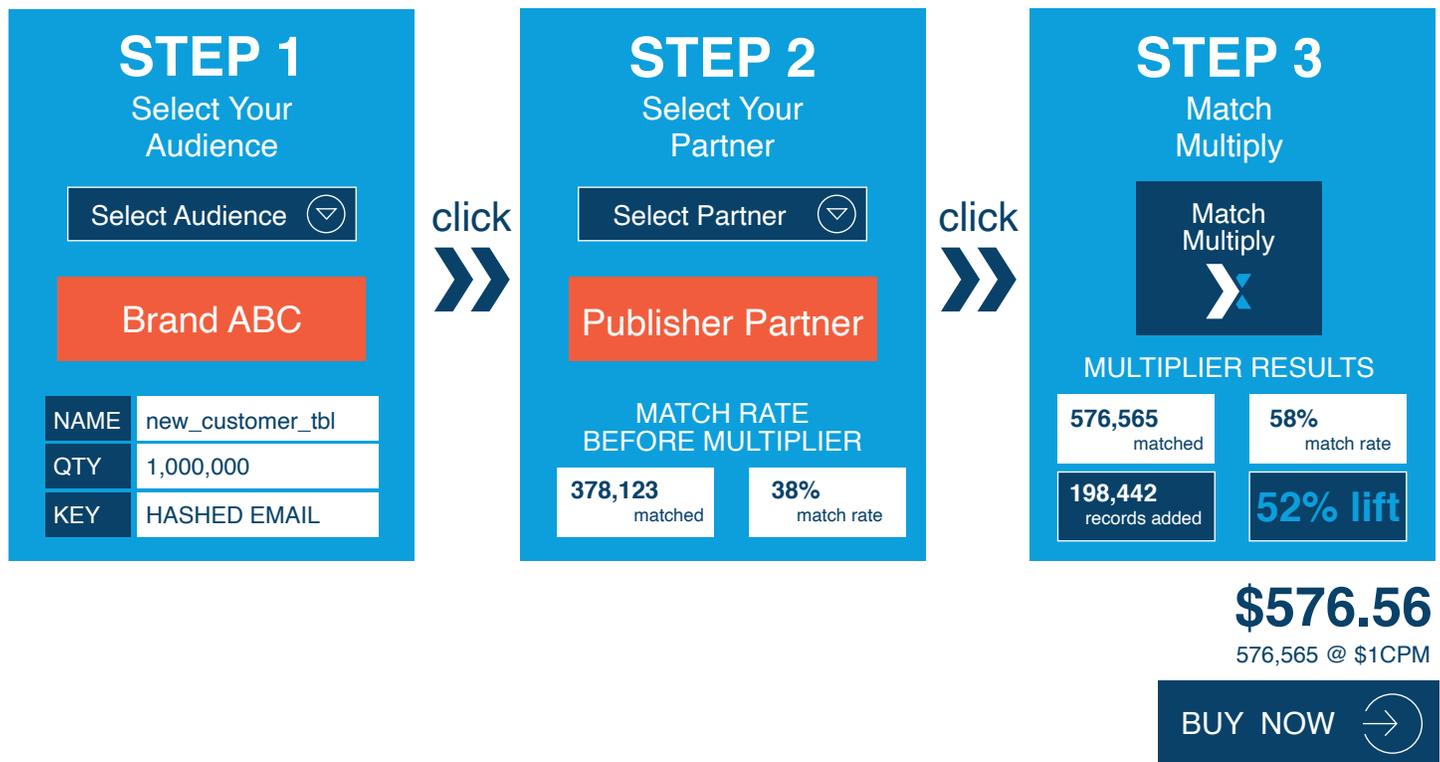
KEY BENEFITS OF THE OFFERING

- An intuitive, non-technical interface as part of the native app within Snowflake
  - It lets you augment and distribute data securely within your environment
  - Any marketer can use Match Multiplier without involving data architects to write complex SQL code because of its user-friendly interface
- 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

OUR APPROACH—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.

Match Multiplier users are able to see the data lift and cost per thousand (CPM) charges prior to distribution so they can make an informed decision to meet campaign goals and budget.

STEP 1
Select Your Audience

Select Audience ▽

Brand ABC

NAME	new_customer_tbl
QTY	1,000,000
KEY	HASHED EMAIL

click »

STEP 2
Select Your Partner

Select Partner ▽

Publisher Partner

MATCH RATE BEFORE MULTIPLIER

378,123 matched	38% match rate

click »

STEP 3
Match Multiply

Match Multiply

MULTIPLIER RESULTS

576,565 matched	58% match rate
198,442 records added	**52% lift**

$576.56
576,565 @ $1CPM

BUY NOW →

WHY THE BRAND NEEDS IT NOW

Brands using Snowflake and anticipating campaign performance will suffer 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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