



# MATCH MULTIPLIER BY ACXIOM



MATCH MULTIPLIER UNLOCKS A NEW WAY FOR MEDIA PLATFORMS AND PUBLISHERS TO SECURELY RECEIVE FIRST-PARTY, CONSENTED PERSONALLY IDENTIFIABLE INFORMATION (PII) AT SCALE FROM ADVERTISERS FOR REACH AND PERFORMANCE IMPROVEMENTS OF ONLINE MARKETING IN A COOKIELESS WORLD.

We all know the importance of first-party data and identity as strategic assets for marketing.

In the wake of third-party cookie deprecation, the scale and performance of online marketing will suffer if advertisers don't have sufficient scale using first-party data or a way to securely connect it with media companies.

Advertisers need to find new ways to compliantly augment their knowledge of their customers, and media companies need to find new ways to compliantly reach individuals at scale.

Fortunately, Acxiom's data foundation is built on ethically sourced and consented personally identifiable information (PII) and poses a unique opportunity for advertisers and media owners in a cookie and device ID-less world.

## WHY ACXIOM OFFERING IS BETTER

Acxiom has partnered with Snowflake to create Match Multiplier, an application that will allow advertisers to increase the reach of their data by augmenting it with additional match keys. Using Match Multiplier, advertisers 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 campaign goals.

## KEY BENEFITS OF THE OFFERING

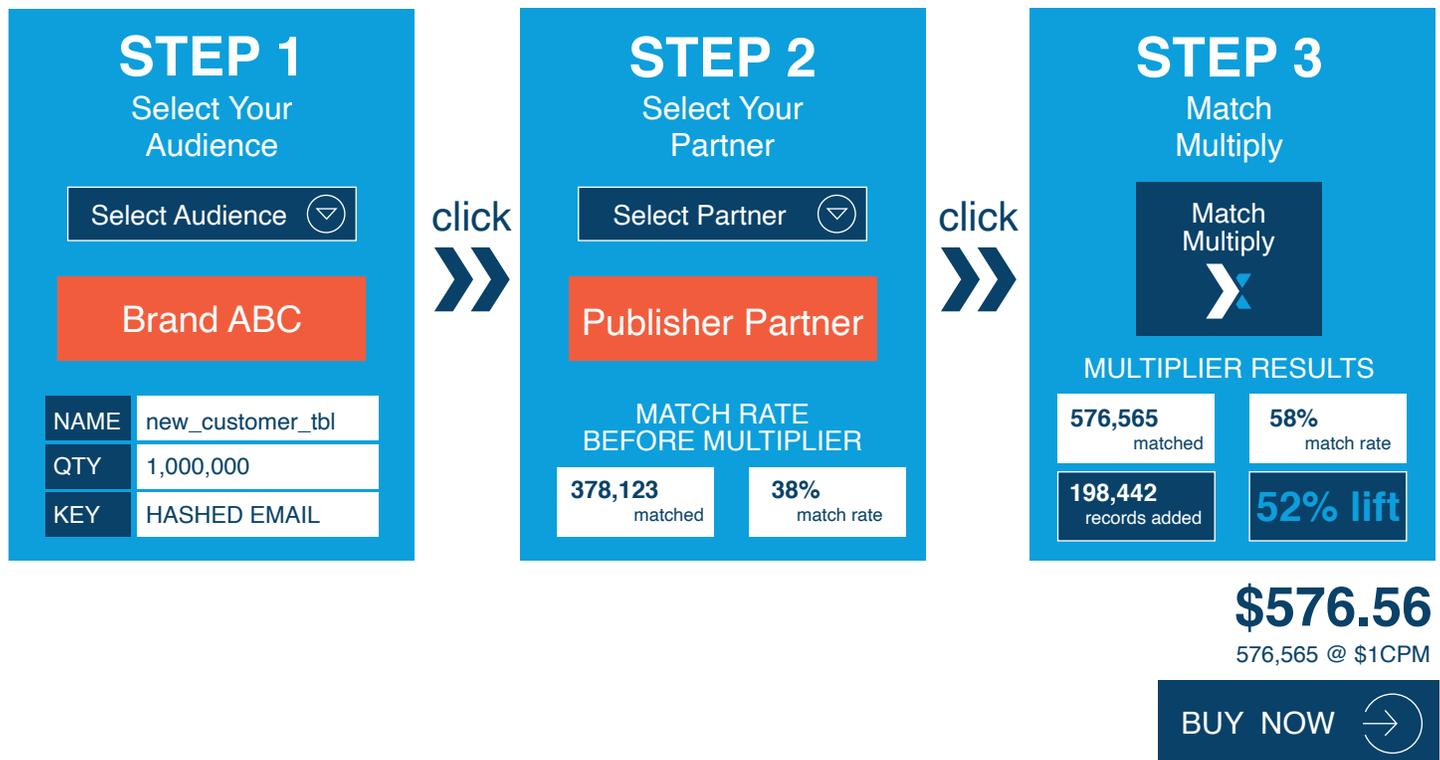
- **An Intuitive, Non-technical Interface**  
The native app is available to download via the Snowflake App Marketplace. This level of accessibility reduces barriers to entry for marketing teams and small- to medium-sized businesses, thereby democratizing access to people-based online marketing. Platforms and publishers available within Match Multiplier will unlock new opportunities for advertisers to use their media network and run campaigns at scale using opted-in PII.
- **Secure and Compliant Data Connections**  
The app is built on top of Snowflake's cleanroom technology, enabling a secure and compliant way for advertisers and media companies to connect data without the barriers posed by moving files between different environments or even passing data to another party.
- **Increased Scale**  
Adding touchpoints from Acxiom's addressable recognition data, Match Multiplier adds scale to brand-owned data, helping marketing teams deliver improved campaign performance and media companies to deliver outstanding results.

The application also provides a simple tool for connecting data directly with platforms and publishers. Platforms and publishers available within Match Multiplier will unlock new opportunities for advertisers to use their media network and run campaigns at scale using opted-in PII.

## BECOME A DESTINATION IN MATCH MULTIPLIER— HOW IT WORKS

How Becoming a Destination in Match Multiplier Works:

- Using Snowflake cleanroom technology, Acxiom joins the tokens of the advertiser, Acxiom, and the destination, without ever sharing or passing data between entities.
- Acxiom signals to the destination the in-audience tokens for the campaign.
- The advertiser and media company agree to their own terms. Acxiom acts purely as an augmentation and facilitation partner.



## WHY THE BRAND NEEDS IT NOW

Media platforms and publishers using Snowflake and experiencing low match rates can tap into Match Multiplier to improve campaign performance and unlock a world of new advertiser opportunities.

### FOR MORE INFORMATION

visit [acxiom.com/matchmultiplier](https://acxiom.com/matchmultiplier) or contact [info@acxiom.com](mailto:info@acxiom.com).

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