



# MATCH MULTIPLIER

EXTEND REACH WITHIN  
THE DIGITAL ECOSYSTEM



## FIRST-PARTY DATA IS KING

With the looming deprecation of third-party cookies, a brand's first-party data becomes an even more important marketing data asset. However, people are complex and unique with multiple touchpoints that may not be collected as a normal part of doing business. This can result in:

- Low reach
- Loss of data fidelity
- Gaps in measurement

By enriching your first-party graph with additional touchpoints, brands can extend their reach throughout the digital ecosystem and ultimately improve conversion rates.

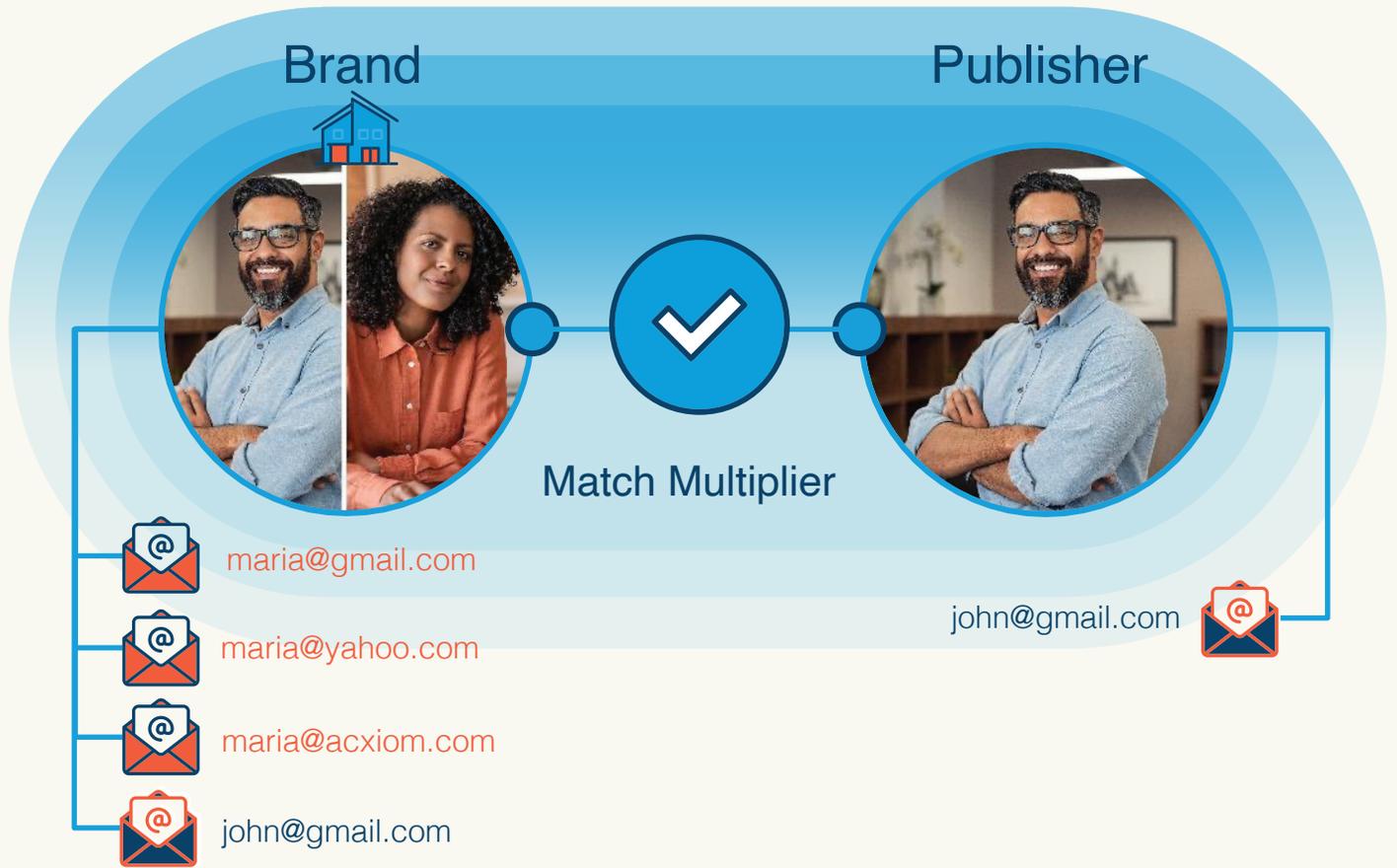
## INTRODUCING MATCH MULTIPLIER

Acxiom offers Match Multiplier, an automated, repeatable service providing an expanded touchpoint universe to increase programmatic reach and the likelihood of reaching a person across destinations. Using Match Multiplier, brands can leverage Acxiom's market-leading, ethically sourced, addressable recognition data to improve matches of their first-party data.

To increase reach even further, the option is available to expand the footprint of an individual to those who are within the household. Not only will this help improve match rates in current platforms, but it will also provide an opportunity to extend the audiences into new platforms.

# HOW IT WORKS

Acxiom data and identity solutions don't rely on cookies, but rather use deterministic touchpoints. Thus, they can play an important part in a brand's plan for digital resilience in a rapidly changing ecosystem.



Brands can unlock the power of their data and extend the reach of their first-party data by leveraging additional email touchpoints before pushing audiences out for distribution. Test results show brands can improve match rates by as much as 50%.

Match Multiplier enables brands to:

- Boost match rates
- Cultivate data quality
- Ensure privacy by design

Match Multiplier is a privacy-safe solution to increase audience reach and start future proofing brands' marketing strategies.

## FOR MORE INFORMATION

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

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