matchbook

Enhance your first-party data and unlock new revenue opportunities with Matchbook.

Matchbook is an identity augmentation solution that helps companies extend audience segments to new marketing channels and strengthen identity resolution within identity graphs.

By using only **deterministic** signals, Matchbook delivers highly accurate matches that can be **activated across DSPs, retail media networks, walled gardens, and social platforms**. Additionally, Matchbook matches can be leveraged for **measurement post campaign**. Matchbook ensures precise audience reach, minimizing excess device noise, and reducing wasted ad spend.

Matchbook Pathways

Physical to IP

Bring offline CRM audience segments online by matching Latitude/Longitude coordinates to associated IP addresses, enabling targeted reach across CTV and other IP-based devices.

IP to MAID

Reach mobile devices of website visitors to retarget engaged users and drive higher ad conversions by matching IP addresses to Mobile Advertiser IDs (MAIDs).
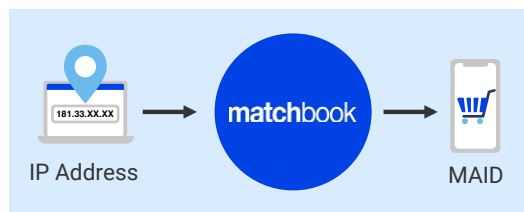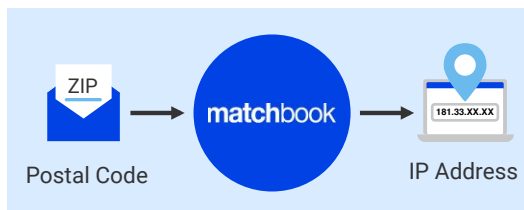

MAID to IP

Match mobile app traffic to the most frequently connected IP addresses, enabling extended ad targeting across associated CTV and other IP-based devices.

Spatial Index to IP/MAID

Target CTV and other IP-Based devices within key postal codes or other spatial boundaries by identifying stable IP addresses associated within those areas.

Matchbook is powered by device derived data collected from over 1 billion devices across 250+ countries worldwide.

Ready to augment and improve your ad targeting?

Visit matchbookdata.com to learn more.