

FIXING THE FOUNDATION: ADDRESSING IP INSTABILITY TO UNLOCK CTV'S FULL POTENTIAL

LocID + **matchbook**

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Why stabilising IP and linking devices across households is essential for accurate, scalable CTV advertising

CTV continues to offer a compelling proposition to advertisers: the reach of traditional television combined with the targeting precision of digital media. But beneath this promise lies a persistent problem, one that undermines campaign effectiveness more than most realise. That problem is IP address volatility.

Today, much of CTV ad delivery depends on IP addresses to infer location, manage household-level targeting, and enforce frequency controls. Yet IP addresses are increasingly unstable. Devices routinely switch networks. ISPs recycle addresses. VPNs and mobile hotspots obscure real-world locations. What should be a reliable anchor for audience targeting often shifts without warning, causing fragmentation, duplication, and misattribution.

From Signal to Stability: Building Persistent Identity from a Single Touchpoint



The Fish-in-a-Barrel Problem

When the underlying signals are unstable, the strategy that depends on them starts to break down. Frequency caps fail. Reach becomes inconsistent. Attribution suffers. The result? Campaigns that look efficient on paper but underperform in practice.

Without intervention, marketers are left chasing unreliable signals. This creates a “fish-in-a-barrel” scenario where the barrel — and the fish — keep moving. In fact, according to a recent case study conducted in Europe, 56% of IP addresses move within a 30-day period. That means marketers may think they’re targeting the same household across a campaign, but in reality, the IP address has changed, and they’re reaching someone else entirely. As a result, spend is wasted, impressions are misaligned, and performance suffers. The challenge isn’t just about reach or cost. It’s about trust in the data itself. And as fragmentation grows across devices and services, that trust becomes even harder to maintain.

The Role of Signal Stabilisation and Device Linkage

Addressing this requires two things: a more stable signal, and a better way to understand household context. That starts with recognising when an IP address represents a consistent point of access — and when it doesn’t.

Stabilising the IP signal creates a stronger foundation for targeting and measurement. But that’s only half the equation. Modern households use a wide range of connected devices: TVs, tablets, phones, and more. When each of these is treated in isolation, campaign coordination becomes nearly impossible.

Linking devices that share the same IP address over time, while accounting for IP churn, helps rebuild a reliable household view. This isn’t just about reaching new audiences; it’s about reclaiming your own. When a household engages with your app on one screen and a competitor’s on another, this connection makes it possible to unify the view, extend reach beyond a single device, and better understand how your audience interacts across the broader CTV ecosystem.

Tools for a Stronger Signal

This is where purpose-built tools that help solve these issues can offer real value. For example, solutions that stabilise the IP signal itself, distinguishing stable addresses from transient ones, give marketers greater confidence in their targeting inputs by establishing a consistent pathway to reach households, even as their IP addresses change. Additionally, by mapping the relationship between geographic areas, IP addresses, and mobile devices, deterministically linking devices under one roof, CTV providers can extend audiences, retarget across devices, and attribute outcomes that would otherwise be lost due to device or platform fragmentation.

We’ve found that our two dedicated tools which take these approaches, LocID and Matchbook, help ensure consistent targeting, even as IP addresses change, helping scale audiences and reducing the time to conversion.

A Path Forward for CTV

As brand marketers, media buyers, and adtech decision-makers look to solve long-standing issues around measurement and fragmentation, the volatility of IP addresses deserves more attention. Precision in targeting starts with precision in the data layer. Without it, even the most sophisticated strategies struggle to scale.

Addressing these issues requires infrastructure-level solutions that stabilise core signals and intelligently associate them across devices. While the industry continues to innovate around creative formats, programmatic buying, and advanced measurement, fixing the foundation must remain a priority.

About

LocID stabilizes volatile IP addresses with persistent, privacy-compliant identifiers, enabling accurate targeting and measurement, while Matchbook extends this by providing deterministic, household-level identity resolution sourced directly from devices. Together, they deliver a powerful foundation for precise audience segmentation, reliable attribution, and cross-device graph enrichment—empowering advertisers to run scalable, measurable, and privacy-forward campaigns with confidence.

To learn more about how platforms and buyers are approaching this challenge, scan the QR code.

