

## Alliant & Matchbook: Elevating CTV Audience Matching & Targeting Through Qualified IP Resolution

In today's fragmented TV landscape, accuracy is everything. As advertising investment in CTV and OTT channels continues to grow, so does the demand for accurate, high-quality audience data. By combining billions of verified transactions with rich demographic and lifestyle insights, Alliant delivers highly predictive, purchase-based audiences that enable marketers to seamlessly activate and engage their best customers across channels.

As CTV targeting matured, Alliant needed a solution to dynamically and deterministically map offline audiences to valid, CTV-relevant IP addresses. Traditional IP datasets often rely on unqualified or transient addresses—captured from public Wi-Fi, workplaces, or mobile networks—that lack the context required to qualify an IP address as relevant for a specific campaign.

Alliant partnered with Matchbook to further improve its physical location-to-IP mapping to ensure campaigns truly reached the right viewers. Together, they set out to improve match quality, increase campaign fill rates, and produce stronger audience performance across CTV platforms.

### → Process

Unlike standard IP matching tools, Matchbook qualifies every IP it maps, ensuring each IP is verified, recently seen, and suitable for CTV activation. Matchbook filters out VPNs, proxies, mobile cell towers, and shared public Wi-Fi, and additionally has the functionality to remove business IP addresses, that can dilute audience accuracy, reduce delivery efficiency and lead to wasted spend.

By removing these unqualified signals, Matchbook improves reachability and match consistency across streaming and addressable TV environments. This distinction is critical: qualified IPs yield higher campaign match rates, more accurate impressions, and stronger performance by reaching the right audience across streaming and addressable TV.

### → Success

Alliant implemented Matchbook's enhanced IP resolution within a programmatic platform partner, testing it on existing audience segments. Within the first month, campaign impressions and fill rates for Alliant's audience segments increased significantly. The improvement wasn't about changing how Alliant builds its audiences—it was about improving reachability.

**With a more accurate and comprehensive IP resolution layer, Alliant could confidently validate the quality of its IP linkages to the platform's ID graph, enabling platform users to activate campaigns that truly reached the intended audience.**

With a more accurate and comprehensive IP resolution layer, Alliant could confidently validate the quality of its IP linkages to the platform's ID graph, enabling platform users to activate campaigns that truly reached the intended audience.

The combination of Alliant's high-quality audience data and Matchbook's qualified IP resolution ensures that campaigns connect with the right consumers through trusted, high-performing audiences for CTV campaigns that maximize performance.

## → Expansion

Following the initial test and measurable lift in impressions and fill rates, Alliant made the decision to expand its partnership with Matchbook—moving from a single-platform validation effort to broader, scaled deployment. Today, Alliant leverages Matchbook's IP data across multiple platforms to improve reachability, strengthen audience activation, and drive more consistent delivery performance in CTV environments.

Together, Alliant and Matchbook pair powerful predictive audience intelligence with qualified IP resolution, helping platform partners and advertisers activate campaigns more consistently across CTV environments.

## → About Matchbook

Matchbook is an identity and data augmentation platform that helps advertisers and marketers extend the value of their first-party data through deterministic matching. Powered by billions of consented, device-derived observations, Matchbook connects offline and digital identifiers—such as location, IP address, and MAID—to enable trusted audience activation across CTV, OTT, mobile, and desktop environments.

## Boost Your CTV Match Rates with Qualified IP Resolution

Discover how Matchbook helps you reach the right viewers with verified, campaign-ready IPs.