

Key Takeaways

- ✓ **Challenge:** Limited IPv6 support left GroundTruth's identity graph incomplete.
- ✓ **Solution:** Matchbook delivered comprehensive IPv6 enrichment, high match rates, and hands-on support.
- ✓ **Impact:** Improved reporting accuracy and increased client satisfaction.
- ✓ **Outlook:** Continued collaboration with potential for deeper use cases.

How GroundTruth Closed a Critical IPv6 Data Gap with Matchbook

GroundTruth is a leading advertising platform that turns real-world behavior into marketing that drives real business results. By leveraging observed location and purchase data, they deliver campaigns that drive measurable outcomes, like store visits and sales.

However, to stay ahead in a competitive, data-driven industry, GroundTruth needed to enhance the completeness of its identity graph, specifically for IPv6 coverage.

The Challenge: Incomplete Identity Graphs Due to Limited IPv6 Support

As IPv6 adoption accelerates, identity resolution has become more complex and operationally challenging. The expanded address space, frequent IP rotation, and uneven support across data providers make consistent, high-quality IPv6 coverage difficult to achieve, creating gaps in many identity graphs still optimized for IPv4. GroundTruth recognized this shift early, proactively evaluating its data infrastructure and identifying a critical limitation: existing IP enrichment partners lacked the depth, consistency, and scalability required to support IPv6 reliably. This gap impacted everything from internal workflows to reporting accuracy—both critical in a compliance-sensitive AdTech environment—and without IPv6 visibility, GroundTruth's ability to unify identities across devices and optimize campaign performance was hindered.

This impacted everything from internal workflows to reporting accuracy, both of which are crucial in a compliance-sensitive AdTech environment. Without any IPv6 visibility, their ability to unify identities across devices and optimize campaign performance was hindered.

The Solution: Matchbook's Robust IP Enrichment and Reliable Support

That's when Matchbook stepped in. Having worked with them before, the GroundTruth team reached out to see if Matchbook could deliver on their IPv6 needs.

“While we had existing partners for IP mapping, our identity graph was incomplete due to the lack of an IPv6 solution.”

“Matchbook stood out among the others in their coverage and their customer service. They are always willing to work with us to provide the best set of data in the format that we need!”

Gunnar Thompson,
Associate Director of
Brand Strategy at
GroundTruth

They were looking for:

- ✓ Efficiency and completeness of IP mapping
- ✓ Privacy and data safety standards
- ✓ High match rates and data quality
- ✓ Responsive customer support

Matchbook was the ideal partner for GroundTruth due to its standout IPv6 coverage, superior match rates, and flexible support.

Implementation: Seamless Integration, Immediate Value

GroundTruth experienced a smooth onboarding process, thanks to Matchbook's excellent implementation and customer support. Matchbook seamlessly integrated into GroundTruth's existing data ecosystem, with efficient data transfer facilitated by S3 buckets.

Today, Matchbook operates alongside GroundTruth's other enrichment partners, contributing to key performance dashboards and analytics pipelines without disruption.

"GroundTruth's new reporting has transformed how we evaluate campaign success."

The Results: Stronger Reporting and Happier Clients

Since partnering with Matchbook, GroundTruth has closed its IPv6 data gap, resulting in more complete and transparent reporting. This improvement has directly enhanced client-facing performance metrics and built confidence in campaign attribution.

The partnership continues to deliver measurable gains in accuracy, operational efficiency, and client satisfaction, solidifying Matchbook as a trusted contributor to GroundTruth's success.

Looking Ahead: A Growing, Trusted Partnership

As GroundTruth continues to evolve its product offerings, they expect to explore additional use cases with Matchbook's flexible and responsive team.

"Matchbook has proven to be more than just a vendor—they've become a trusted partner."

"The team at Matchbook has been a joy to work with. They are customer-focused and have worked diligently with us to create a viable solution for our use case."

"New reporting capabilities we have built using Matchbook data have received positive feedback from clients."

Gunnar Thompson,
Associate Director of
Brand Strategy at
GroundTruth

Take the Next Step

Unify your account data. Maximize your impact. Learn more at matchbookdata.com.