

## 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 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 have existing partners supporting IP mapping, our identity graph remained incomplete without a scalable IPv6 solution. Matchbook differentiated itself through both the strength of its coverage and a highly collaborative approach.”**

Kate Scappaticci,  
COO 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.

"The Matchbook team worked closely with us to deliver a high-quality dataset in the format we needed, enabling us to expand our reporting capabilities in ways that have been meaningful for our customers."

**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.

**Take the Next Step**

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