

- 5 - QUESTIONS

EVERY MARKETER SHOULD ASK YOUR
DATA ONBOARDER ABOUT MATCH RATES

Match rates come up in every evaluation of a data onboarding service. This number is critical to understand because it determines how much data can be activated and put to use in online marketing platforms

Q1 HOW DO YOU DEFINE YOUR MATCH RATE?

The definition of a match rate varies by company. Some companies use a single point match (where it counts all separate devices as one match each e.g. an iPhone, work computer and home computer. Others use a multi-point match (one match = matches all three devices to an individual).

SINGLE-POINT MATCH



MULTI-POINT MATCH



Using single-point match

3 matches

Using multi-point match

1 match

Q2 ARE YOU USING DETERMINISTIC OR PROBABILISTIC MATCHING?

	ACCURACY	LINK	MATCH POINTS
DETERMINISTIC	Higher ██████	Direct ○—○	Email, online ID, device ID
PROBABILISTIC	Lower ████□□	Inferred ○- - -○	145.988.361.134 AUG-15 16:32:01 IP address, timestamps

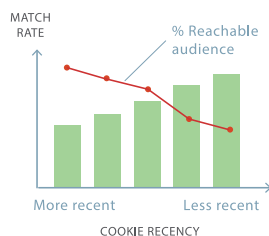
Deterministic matching requires the highest possible level of match accuracy through a direct link between the consumer and their devices.

Probabilistic matching infers matches to increase reach, but may not allow for individual level targeting.

Q3 WHAT LEVEL OF PRECISION ARE YOU USING (INDIVIDUAL VS HOUSEHOLD)?

Individual level matches occur when data is matched to online devices or user accounts for a unique consumer. Household level matches occur when data is matched to online devices or user accounts for consumers who live in the same household.

Q4 HOW LONG DO YOU CONSIDER COOKIES ACTIVE FOR MATCHING PURPOSES?



The amount of time that a cookie is considered useful or active can impact the number of cookies that are matched to consumers. However older cookies can be less relevant than more recent ones.

Q5 HOW DO YOU ENSURE ACCURACY FOR OFFLINE AND ONLINE RECOGNITION?



Daily UK Statistics

9,590 households move

1,911 births

1,496 people marry

810 people divorce

Consumer data is constantly changing. Each change introduces new complexity into creating an accurate view of the consumer, increasing the likelihood of wasted marketing pounds.