

# Data Enrichment through Experian Match

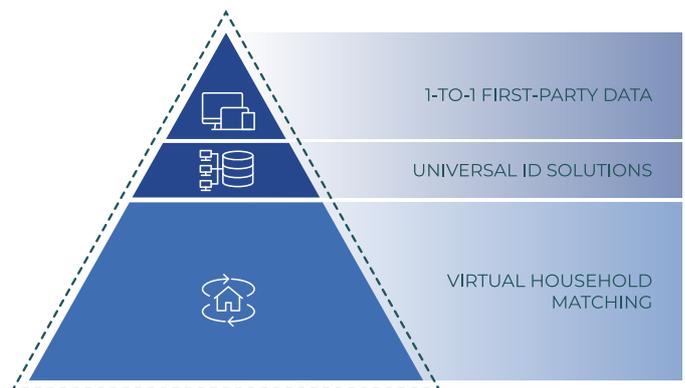


Through Experian Match, powered by InfoSum, media owners can increase the value of their advertising inventory by enriching it with Experian data, enabling greater audience definition and more pinpoint targeting for advertising clients. All without personal data being shared between advertisers and publishers

## What is Experian Match?

The Match solution, provided by Experian and powered by InfoSum, offers a scale of addressability currently missing from the advertising ecosystem. In collaboration with the UK's leading media owners, Experian has built a powerful first-party ID to virtual household mapping that can be used to resolve identity at a device cohort level.

InfoSum's privacy-first identity infrastructure enables publishers to match their audience data to Experian's extensive third-party data to unlock a greater understanding of their audience.



## How Experian Match resolves identities

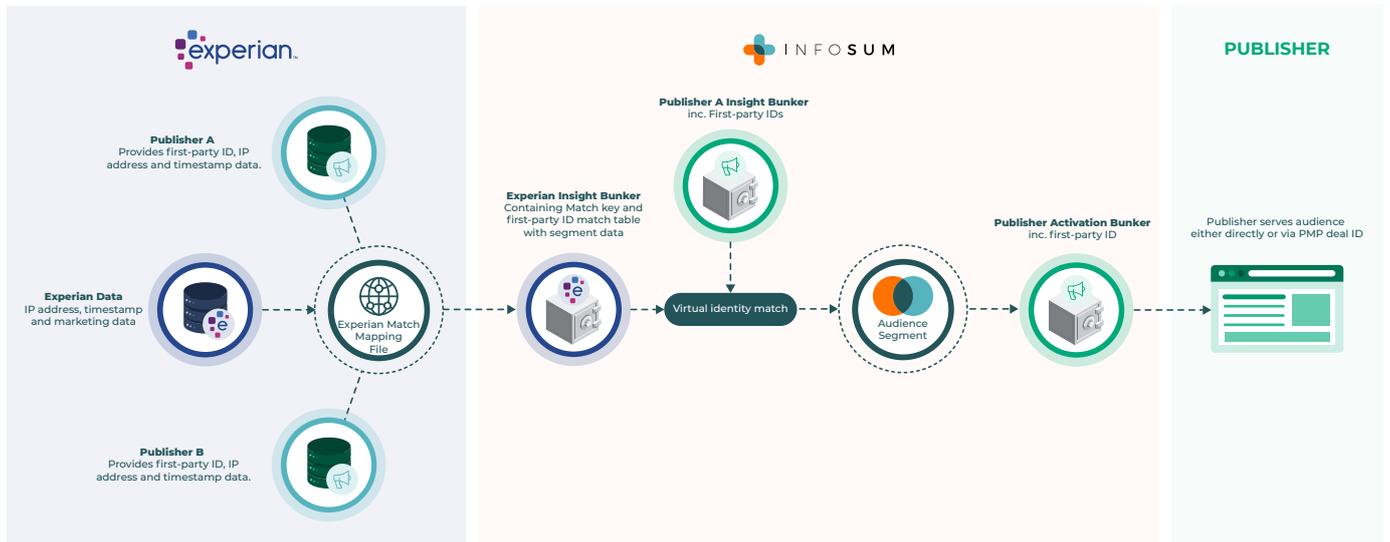


Rather than relying on authenticated data or cookie data to match identities, Experian Match resolves identity at a cohort level, i.e. devices associated with a particular IP address.

A number of UK based media owners have worked with Experian to create a first-party ID to virtual household mapping file. This mapping file is held in its own independent Bunker. Publishers and advertisers can use this Bunker to bridge the identity gap that exists between their two datasets - without having to share any data.



## How data enrichment works through Experian Match



### Protect ad revenue

Experian Match enables publishers to future proof their ad revenues from the impact of third-party cookie deprecation, caused by privacy changes at a browser level.



### Addressable scale

Building a scaled audience based on registration data takes considerable time. Experian Match augments a publisher's addressable audience to deliver greater scale.



### Speed-to-market

Experian Match offers incredible speed-to-market by removing many of the privacy, legal and commercial trust barriers that slow down such propositions.



### Privacy-by-design

A decentralised identity infrastructure ensures no data is transferred between advertisers and publishers, with consumer privacy further protected through differential privacy techniques.