

Data Onboarding through Experian Match



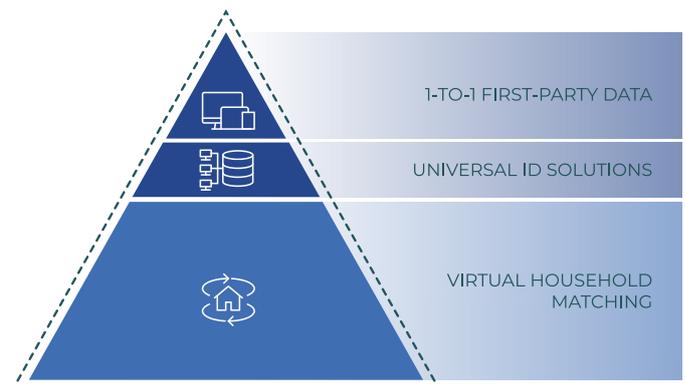
For the first time, Experian Match provides UK publishers with addressability at scale, without relying on third-party cookies or requiring a logged-in audience.

Through Experian Match, advertisers are able to safely and securely match their first-party customer data against publishers addressable audiences, without any 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 direct 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 infrastructure, in combination with Experian Match, enables the creation of first party audiences with no movement of personal data between advertisers and publishers. This enables publishers to onboard and activate audiences at a greater scale than can be achieved through login data alone.



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.

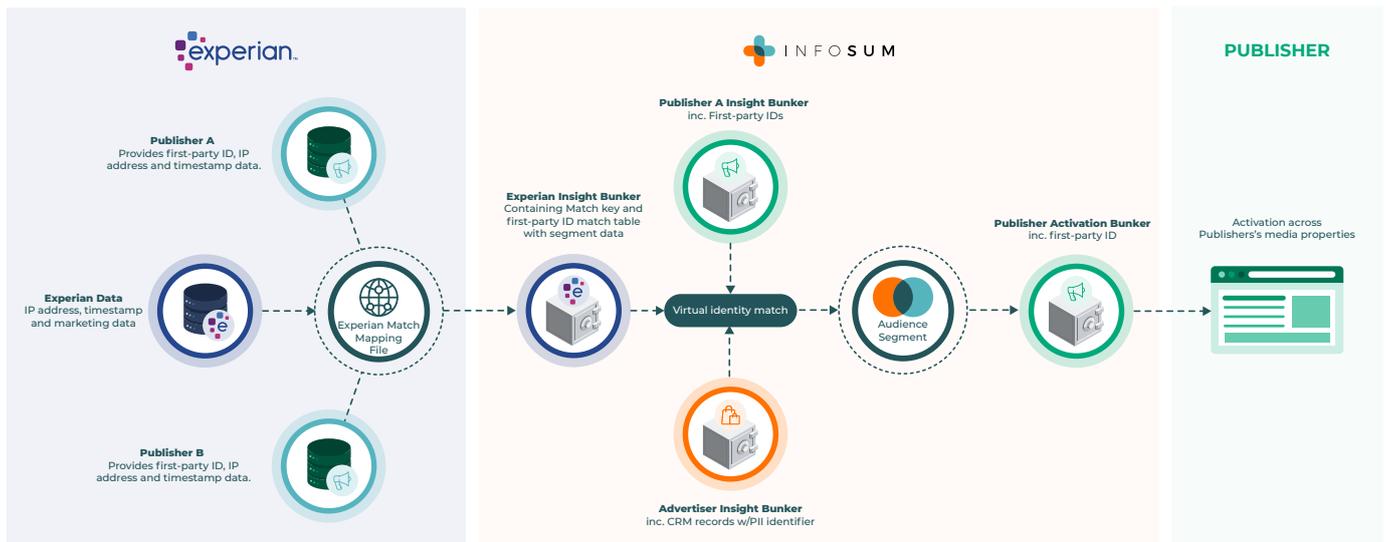
A number of UK based media owners have worked with Experian to create a first-party ID to virtual household mapping file. This mapping file is held in its own independent Bunker. Publishers and advertisers can use this Bunker to bridge the identity gap that exists between their two datasets - without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





How data onboarding works through Experian Match

Through Experian Match, media owners can offer their advertisers a direct first-party data onboarding solution that provides audience targeting comparable to the CRM retargeting solutions offered by the walled gardens.



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.