



A STUDY IN OPTIMIZING OFFLINE DATA FOR USE IN DISPLAY

Every Market Media Case Study

B2B Data Partner Links B2B Records to B2C Records to Improve Cookie Placement Rate

Account: Data onboarding firm

Product: EMM LinkKey solution

Feature: Six multi source compiled proprietary reference data sets

Application: Linking business marketing information to consumer marketing information to create additional display impressions

Account Background

Existing relationship with account supplying data for branded online audience segments within Data Management Portal (DMP).

Account desired to create additional records for online audience segment to serve additional impressions within targeted business markets by linking to consumer marketing information which generally matches cookie pools at higher rates than B2B data. They needed a solution that could work with any offline data set to produce the maximum accurate number of cookie pairings. They needed Every Market Media's solution oriented thinking and industry leading database reference sets.

Situation

Targeted Business audiences are small to begin with. The situation is compounded when Business audiences link to cookie pools around 25% as often as Consumer audiences. A 100,000 record Business audience without enhancement will net on average 10,000 matched cookies.

Solution

Improve the match rate and match efficacy. Every Market Media was called in to lever its databases to produce a high quality link to a consumer record. Using proprietary LinkKey relational databases and matching logic EMM was able lift match rates from 4% to 19% and the efficiency of those matched records was 4x baseline.

Translated, EMM turned a 10,000 record audience into 20,000 unique individuals with 4x the cookie placement rate or 80% of original audience efficiency.

Customer Benefits

- **Lifted attainable impressions 500%**
- **Developed scale-able process that works with any data set**
- **Drove new revenue with more impressions on already performing offers**

Results

Knowing the market isn't enough. Getting your message to them across multiple channels increases effectiveness with branding and lead generation alike. LinkKey and Every Market Media maximized cookie placement on Business records by providing accurate Consumer email information with higher match rates 4x over baseline.

