MATCH TEST

Gain a competitive advantage for digital publishers

Publishers today face the challenge of fully utilising their first-party data to maximise audience engagement and monetisation.

With Experian's match test, you can gain valuable insights into your audiences and leverage powerful solutions for data onboarding, audience extension, and addressability.

A match test evaluates the effectiveness of Experian's Consumer Sync solution in resolving various identifiers to known individuals or households. The more comprehensive your data, the better the results so whilst we can run a test on any volume, we recommend providing at least 100,000 unique identifiers for the most effective analysis.

These may include:

✓ Offline IDs (e.g. name, address)
✓ IP addresses
✓ Unique Identifiers (UIDs)
✓ Mobile Ad IDs (MAIDs)
✓ Hashed Emails (HEMs)

MATCH TEST

You'll receive a test report outlining the match rates applicable to your data, along with audience insights such as Mosaic segment and demographic breakdown.

See how **Consumer Sync** can benefit your business with a no obligation proof of concept

What's included in your match test report?

Summary

Parameter	Value
Received Identifier Type	IPS
Received Identifier Count	4,603,321
Matched Identifier Count	3130,258
Identifier Match Rate	68%
Matched Household Count	3,454,284

Matched identifiers

Identifier	Count	Households
APNIDS	5,385,592	3,046,160
HEMS	4,631,695	2,258,898
IPS	2,150,049	3,140,789
MAIDS	6,338,991	3,128,501
TTDIDS	5,406,249	3,047,285
UIDS	6,986,927	3,132,040

Demographics

Variable / Answer	Publisher Base %	UK Base %	Index	0	100	200
Age - Fine (H)	This is based on the individual age estimates of the head(s) of household. Where there is both a male and a female head of household, the older of the two ages is chosen. Fine is derived from person age and HOH.					
Age 18-25	1.7	2.3	72			
Age 26-30	3.5	4.8	72			
Age 31-35	5.9	7.6	78			
Age 36-40	7.6	8.8	86			
Age 41-45	8.9	9.3	95			
Age 46-50	9.2	8.8	105			
Age 51-55	11.3	10.1	112			
Age 56-60	12.1	10.4	116			
Age 61-65	11.1	9.6	116			
Age 66-70	9.0	7.9	115			
Age 71-75	7.8	6.9	113			
Age 76+	11.9	13.5	88			
	100.0	100.0				

Variable / Answer	Publisher Base %	UK Base %	Index	0	100	200
A City Prosperity	4.5	1,010,777	118			
B Prestige Positions	10.4	2,059,318	136			
C Country Living	5.0	1,710,452	79			
D Rural Reality	6.2	1,816,152	91			
E Senior Security	7.8	2,260,825	92			
F Suburban Stability	8.0	1,788,874	120			
G Domestic Success	8.0	1,942,879	111			
H Aspiring Homemakers	7.8	2,693,259	78			
I Family Basics	8.4	2,023,890	112			
J Transient Renters	4.3	1,361,382	84			
K Municipal Tenants	6.6	1,756,147	101			
L Vintage Value	4.6	1,659,149	75			
M Modest Traditions	5.9	1,429,914	110			
N Urban Cohesion	6.8	1,334,632	136			
O Rental Hubs	5.8	1,893,739	82			
Unclassified	0.0	96,361	5			
	100.0	26,837,750				

Please email **sam.charlton@experian.com** to arrange your match test

C-02293