

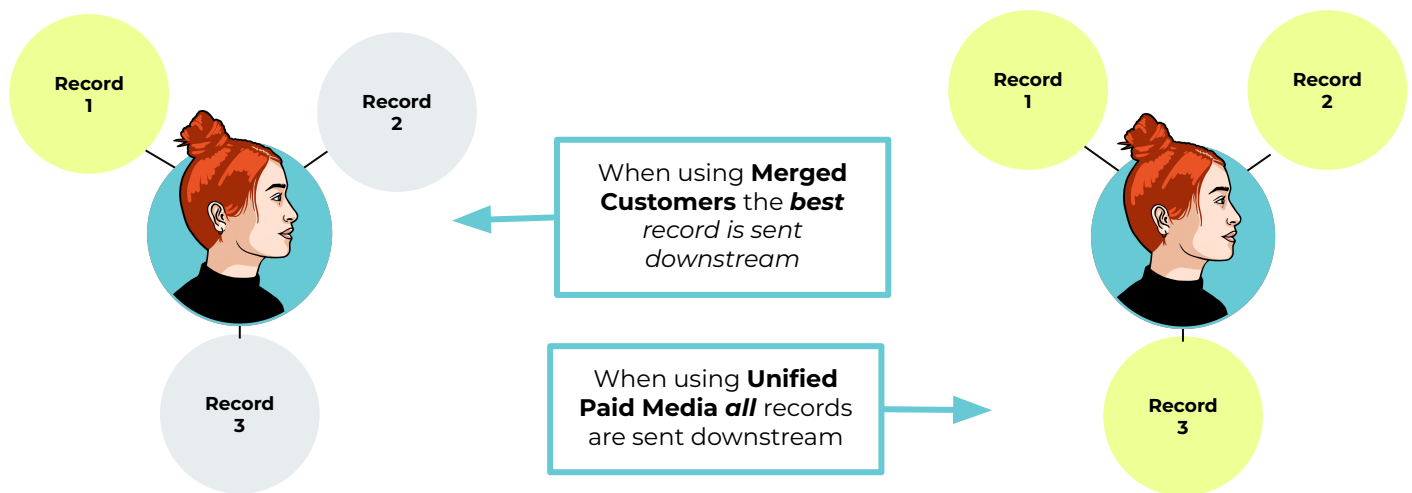
Unified Paid Media Data Asset

Amperity's patented ID resolution helps identify the best customer information. When using this “golden record” brands have successfully increased their matched customer counts in paid channels, compared to legacy methods, because of the high caliber data sent to those downstream systems.

The Unified Paid Media data asset was built to match even more customers than the “golden record” approach.

What is the Unified Paid Media (UPM) data asset?

UPM contains one line of data for each unique combination of address, phone number, and email per customer. This means that we can better match customers whose downstream accounts are not associated with their *best data*.



How do I know if Unified Paid Media (UPM) will match more customers?

We recommend setting up a test and delivering the same broad customer segment to your paid channels twice, once using data from the Merged Customer data asset and once using the Unified Paid Media data asset. Once those lists have delivered, wait 24 hours and then assess the customer match counts. To do this, we will need someone with direct access to the downstream platforms to provide the number of customers matched.

Next Steps

If the campaign that used Unified Paid Media has a higher matched customer count in a certain platform, update all recurring campaigns to pull data from UPM during the delivery process. This will not interrupt recurring campaigns or require configuration changes downstream.