

Customer Match

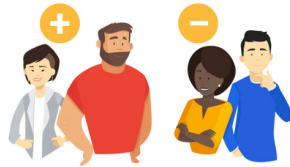
Target customers who are already in your CRM database and reach them cross-device across Search, Shopping, Youtube and Gmail

How does Customer Match work?

Google matches your customers' data to primary email addresses associated with users' Google accounts to create audience lists.



Segment customers utilizing any online or offline criteria and securely upload your first-party data in the AdWords "Audience center" under "Audience lists - Customer list".



AdWords tries to match customer records with their corresponding google account and creates audience lists if the minimum of 1k matches is met.



You can target or exclude your new audience list across devices & channels and expand to new customers using auto-generated Similar Audiences.

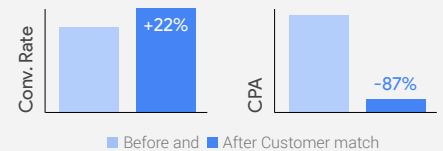
Benefits of Customer Match

- 1 **Enable the power of first party data**
Use your first-party data to build custom audience segments without an AdWords tag.
- 2 **Develop a single view of the consumer**
Expand strategy with custom audiences across screens with cross-device targeting.
- 3 **Secure and certified**
CM data is hashed before sent to our servers. ISO 27001 & Privacy Shield certified.

Client success case

Roland Mouret: putting customers first

Using Customer Match for brand campaigns, Roland Mouret launched exclusive sale preview for existing customers ([learn more](#)) - Results:



Now supporting 5 different matching keys

Maximize match rates with the option to upload emails, mailing addresses, phone numbers, mobile device IDs (currently in alpha), and user IDs (currently in beta) via the AdWords API/AWN User Interface, or one of the third parties we work with.

[Learn more about the matching process](#)

How to effectively use Customer Match

Reach custom segments of your existing customers and deliver a tailored message at the moment of relevance, across Search, Shopping, Gmail and YouTube. Ideally, use Smart Bidding with Customer Match to adjust bids and account for the fact that someone is in your Customer Match audience.

Segment your customer data

Set the right measurement framework & upload lists that matter to your business.

Match the message to your audience

Deliver a tailored message at the moment of relevance through ad- and landing page personalization.

Measure success and expand reach

Adapt bid modifiers based on audience performance. Expand to new customers using auto-generated 'Similar Audience' lists (beta).

CM uploader service

Getting started has never been easier!

Utilize approved third-party partners (such as agencies, DMPs and CRM onboarders) to perform customer data uploads on your behalf.

[Learn More](#)

Benefits of using a third-party partner:

- Complete security and PII protections
- Hashes your customer data prior to uploading
- No AdWords login credentials required