



HAVAS Media Network

SCALING AUTOMATED, PRIVACY-FIRST AUDIENCE ACTIVATION

WITH PARTNERS ACROSS THE GLOBE

At Havas Media Network, we believe the true value of audience intelligence lies in the ability to activate at scale with precision – while delivering privacy-first, cookie-less efficacy. This is why we developed Match.AI, a pioneering audience-matching solution that enables media planners to automatically activate audiences with the click of a button.

Match.AI converts proprietary and partner intelligence into actionable audiences within Havas Media Network's AI-powered Converged media activation tool. Interconnected to all major DSP, SSP and Social channels, Match.AI delivers marketing efficacy in cookie-less, privacy-safe environments – freeing planners to focus on more strategic tasks.

Over the past 12 months, we've taken Match.AI to greater heights through new global partnered connections with Google, Meta, Amazon, Tiktok, The Trade Desk, Teads and Ogury. Match.AI is now available to Havas Media Network's 10,000 media specialists in 140+ markets.

To date, this Match.AI has generated:

**28,000
ACTIVATION
AUDIENCES**

**50%
INCREASE IN
EFFICIENCY**

**10%
INCREASE IN MEDIA PERFORMANCE
AND BUSINESS OUTCOMES**

Match.AI is proof that end-to-end automation not only saves time but delivers clear performance marketing value. With these new partnerships, we're delivering even more strategic benefits to the brands we champion

**Jamie
SELTZER**



Global Chief Data & Technology Officer, Havas Media Network

HOW MATCH.AI IS DELIVERING FOR CLIENTS ACROSS THE WORLD:

IMPROVING CAMPAIGN EFFICACY VIA TARGETED PRECISION

Meta's in-platform targeting effectively drives reach and brand awareness by focusing on broad interests, but campaigns with a conversation objective often require more precise segmentation to generate results. By using Match.AI to automatically activate a Converged.AI audience within Meta, we were able to:

LOWER COST PER ACQUISITION BY
5%

DELIVERING A
10%

INCREASE IN RETURN ON AD SPEND.

IMPROVING PERFORMANCE WITH CURATED AUDIENCE SEGMENTS

For a Polish client looking to target specific audience segments during the holiday season, we were able to create 10 ad groups, each using a single Converged segment to evaluate their individual efficacy. By directly activating these audiences via Match.AI, we lowered campaign spend by 42% as compared to standard targeting. This campaign delivered significant performance improvements:

LOWERED COST PER CLICK BY
17%

INCREASED AVERAGE ORDER VALUE BY
7%

DELIVERING AGAINST KEY PROGRAMMATIC CAMPAIGN KPIS

We used Match.AI to create target audiences for a Spanish client, with the goal of increasing visibility, branding, and engagement in Google programmatic campaigns. To accurately assess Match.AI against key KPIs, targeting was compared with fully manually created audiences using the variables available in the platform environment. The Match.AI audience:

LOWERED COST PER CLICK AND COST PER ACQUISITION BY
8% AND 21%
RESPECTIVELY

BOOSTED CONVERSIONS BY
35%

To learn more about how Match.AI can deliver for your brand with efficacy, privacy, and efficiency, contact:

hmncomms@havasmn.com

to get the conversation started.

HAVAS Media
Network