

# Google Customer Match + digitalAudience



In order to help advertisers realise the full potential contained within their first-party data and reach incremental audiences at scale, digitalAudience provides direct integration with Google Customer Match. This solution enables advertisers to maximise the performance of digital advertising campaigns through privacy-safe, interoperable data collaboration.

## What is Google Customer Match?

Customer Match lets you use your online and offline data to reach and re-engage with your customers across Search, the Shopping tab, Gmail, YouTube, and Display. Using information that your customers have shared with you, Customer Match will target ads to those customers and other customers like them. Approved Customer Match upload mapping partners, such as digitalAudience, are able to upload Customer Match segments via the Google Audience Partner API in order to reduce reliance on in-house technical resources and use proprietary identity maps to enrich your data.

## The digitalAudience solution

digitalAudience offers a data collaboration platform that enables brands to maximise the performance of digital advertising campaigns through privacy-safe, interoperable data collaboration. Advertisers in the Netherlands and Sweden can benefit from our ID graph which enables you to increase the size of your audience as well as boost match rates by 25-60%, on average.

## Key benefits of working with digitalAudience



Full integration with Google Ads and Display & Video 360 (DV360) - no need to share your login details



100% secure data onboarding and upload to Google Ads



Seamless Customer Match audience activation across display, video, YouTube, and Gmail via DV360



Enriched data sets including additional email addresses and phone numbers to increase match rate



Refresh your audiences in a few clicks for up-to-date GDPR compliance



Proven substantial increase in audience size via the digitalAudience ID graph

# How to get started?

1

Contact our friendly team via [info@digitalaudience.io](mailto:info@digitalaudience.io).  
We'll get in touch with you to discuss your requirements and goals.

2

Sign in to your Google Ads account. Click the tools icon and under "Setup", click **Linked accounts**. Then under "Other popular products", find **digitalAudience** and click **Details** to open the window.

3

Click **Link**, then **Authorize**, and finally **Create data integration**.

4

Onboard your data into the digitalAudience platform (we recommend a minimum of 7,500 records in a single audience for maximum match rates).

5

Select Google Customer Match in the digitalAudience platform and activate the audience (this can take up to 24 hours).

## Ready to get started?

If you would like to know more about digitalAudience's Google Customer Match solution, or our other data collaboration solutions, [get in touch](#) for a chat or a demo.