The Matchflow Media Data Opportunity
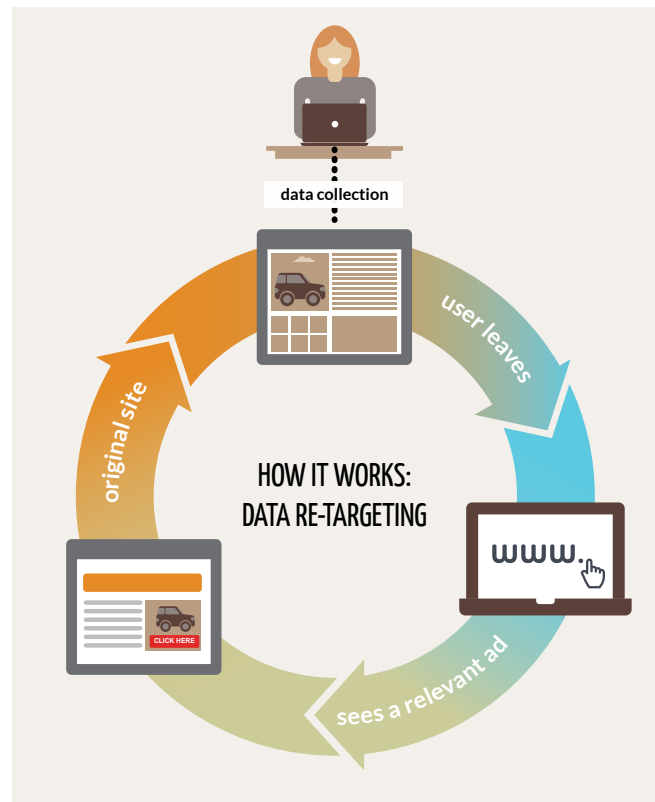
AN OVERVIEW FOR PUBLISHERS

The Matchflow Data Opportunity is a one-time implementation, no opportunity cost integration that generates ongoing revenue. It is as simple as pasting a few lines of code, which is invisible to users, onto your home page.

How it works:

1. You submit your Owned and Operated Websites for approval.
2. Once approved, we provide you with your code to be placed in the footer of all pages on the approved site(s).
3. The pixels set a cookie that identifies the category of site you pass in as an interest set for the user. Absolutely no personal data is transmitted.
4. When this data is used off-site for the target selection on an ad campaign looking for your category of visitor, you generate revenue.

Things to remember:

- There is no opportunity cost to data. It does not load an ad. It does not take away from any current monetizing positions, or revenue-generating endeavors.

- Data is an incremental revenue opportunity. The longer the pixels are active and data is categorized and carried over into the next month, the more revenue you will earn.

- Invisible pixels are placed at the footer of each page and are segmented by category. Since they are invisible, they are not invasive to any ad inventory or space on the page.

- Rates vary based on the type of data sold, and revenue is based on the amount of data purchased. Our data experts can help you segment your data set to optimize your earnings.

- No personal data is collected from visitors to your website. Aggregated information about user visits to your site is collected in order to make it possible to target ads to the people who are most likely to be impacted by them.

data collection

user leaves

HOW IT WORKS:
DATA RE-TARGETING

original site

www.

CLICK HERE

sees a relevant ad

- Data is a full transparency revenue stream. In order to achieve full transparency and gain advertiser approval, we require a Privacy Policy be placed on all your sites that specifies the use and sharing of data, as well as the opportunity to opt out.

- If you are not selling your data, others are. Large Fortune 500 companies are redistributing website data. When users land on your website, it is an opportunity for your site to share in that revenue, and help users receive more targeted advertising.