

A background image showing a close-up of two people's arms. One person is wearing a white t-shirt, and the other is wearing a light blue and white checkered shirt. They appear to be holding hands or arms, suggesting a romantic or intimate relationship. The background is a soft, out-of-focus landscape with a blue sky and light-colored ground.

MediaCom chosen for multi-million UK Brief for dating brand Match

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MediaCom chosen due to its data-led approach and audience analytics capabilities – helping Match understand and connect to their audience.

Leading online dating services Match, have appointed MediaCom UK to its double-digit million UK media account. MediaCom UK will work with Match across all their dating propositions.

Following a competitive pitch process, MediaCom UK was chosen for its data-led approach to the brief. The agency focused on being able to combine in-house data tools, services and analytics to understand exactly what the online dating leaders' brand audiences look like, what kind of media they respond to, and where content therefore need to be placed to reach them.

“Data is a hugely powerful tool for any brand – it should tell us everything we need to know about our customers and wider audiences, and it should help us reach them,” said **Abbie Oguntade** at Match.com. “But in reality, it’s incredibly difficult to actually do that. Accessing the right data and being able to analyse and draw insights from it is not an easy task – it was this ability that set MediaCom apart. We’re excited to work with the team and make sure we’re reaching the right people with brilliant, creative content.”

The win caps a successful 12 months for MediaCom which also counts Vauxhall-Opel, Boots UK and Skoda UK amongst its 2017 client wins.

“Brands like Match.com are household names and used by millions of people across the country. The opportunity to work with them to really understand their audience, and help get fantastic content to them is one we’re going to relish,” said **Josh Krichefski**, CEO at MediaCom UK. “We’re living in a world where audiences are distracted by all the different media channels and the content being delivered over them. Data is a way to rise above the noise, understand exactly how to connect to your audience and then do it. We put data front-and-centre throughout the pitch process and we’re delighted it won us the opportunity to work with more brilliant brands.”