

ABOUT MATTERKIND

Together with Kinesso, Matterkind's parent company and IPG's marketing intelligence engine, and Acxiom, the leader in ethically sourced data, we strive toward a common goal: to power conscious marketing to benefit brands and consumers alike. Kinesso's platform of applications and services leverages the best data from Acxiom and ties directly to Matterkind's addressable activation abilities, breaking down barriers to move businesses forward.



CHRISTOPHER HERNANDEZ

MANAGING DIRECTOR, NORDICS

"Matterkind is driven by purposeful marketing because to us it thoughtfully adapts to people's needs and marketers' goals. We seek to innovate, transform and change the future of data-driven marketing with cleaner data, customer privacy, and audience-focused optimization. By introducing IDFree targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."

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