

matchcraft

Unlocking Local Business Success with Connect

CONNECT OVERVIEW

At MatchCraft, we've been listening to our users' needs and are excited to unveil **Connect—a solution designed to help you better deliver campaign success.**

With support for everything from **AI tools to real-time updates** when you make changes, we are helping your business to grow without limits.

CONNECT VS STANDARD

With Connect, you can make **bi-directional changes in one platform**, and they will be reflected in MatchCraft and vice versa. Connect currently supports this feature with:

	Connect Account	Standard Account
Google Search	✓	✗
Google Display	✓	✗
Google Performance Max	✓	✗
Google Video	(read only)	✗
Bing Search	✓	✗
Facebook	✓	✗

PAIN POINTS

CONNECT SOLVES



Limited Ad Creativity:

Connect empowers local businesses with AI tools and suggestions for headlines, descriptions, and site links.



Delayed Campaign Launch:

Unlike the hour delay in Standard accounts, with Connect, your campaigns instantly get provisioned and edits of budgets, keywords, and more are directly updated.



Missed Targeting Opportunities:

Connect enhances precision, allowing local businesses to access detailed targeting settings, and ensuring ads reach the right audience at the right time.



Limited Reporting Visibility:

Connect ensures localized reporting, offering in-depth insights into campaign performance and diagnostics.



Juggling Multiple Tabs

Make changes from Google Ads, Facebook, or in-platform, with instant and seamless updates going both ways.



Rocky Transition:

Most standard MatchCraft accounts can be converted to Connect without interruption to your active campaigns.

LOCAL BUSINESSES ARE MAKING THE SWITCH

2951%

Increase in
Connect Accounts
adoption in the
last 12 months.