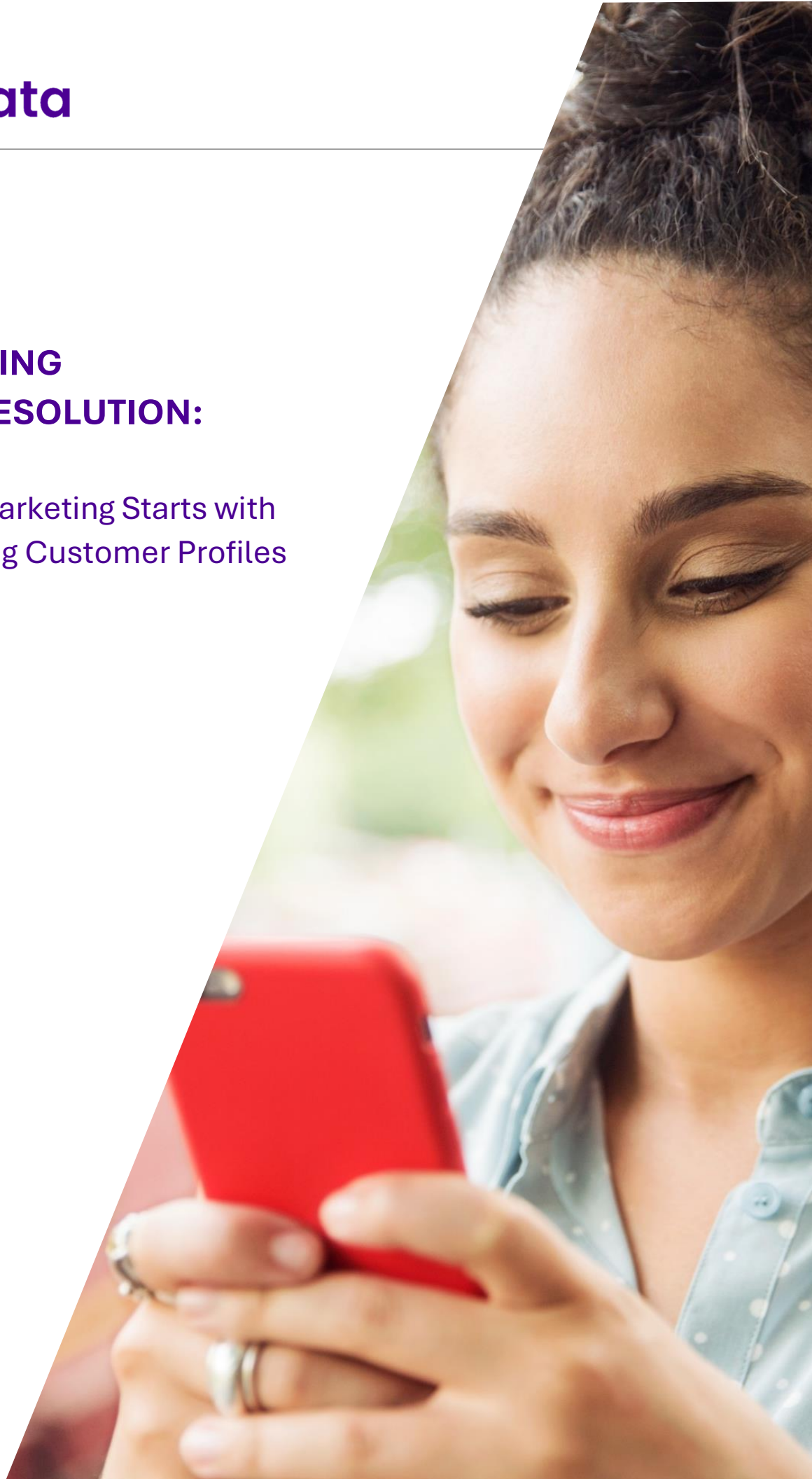


## **DEMYSTIFYING IDENTITY RESOLUTION:**

Successful Marketing Starts with  
Understanding Customer Profiles





With the proliferation and ever-increasing amount of available online and offline data in today's marketing landscape, the ability to create a unified and complete view of each customer is essential.

Between smartphones, computers, wearables, and other devices, consumers leave a vast trail of data breadcrumbs for businesses throughout the purchasing journey.

To stitch together all the fragmented pieces about a prospect or customer into a holistic and persistent profile, identity resolution has become the go-to technology to create a comprehensive profile of customers and their interactions with brands. Yet marketers struggle with the ability to confidently connect customers to their identifiers, preferences, and behaviors that can be used across departments to gain insights, orchestrate omnichannel marketing, and optimize customer experiences that increase retention, loyalty, and revenue growth.

Only 31% of marketers surveyed say they are fully satisfied with their ability to bring different sources of customer data together for purposes like performance analysis, audience suppression and campaign building.<sup>1</sup>

## Defining Identity Resolution

At its core, identity resolution is the process of linking various data points across different channels and touchpoints to a single, cohesive customer profile. This involves integrating personal identifiable information (PII) data from multiple sources, such as CRM systems, social media, and transactional records, to achieve a holistic view of each customer. Identity resolution is also sometimes referred to as an identity graph, customer 360, or the "golden" record.

<sup>1</sup> Source: [Forbes](#)

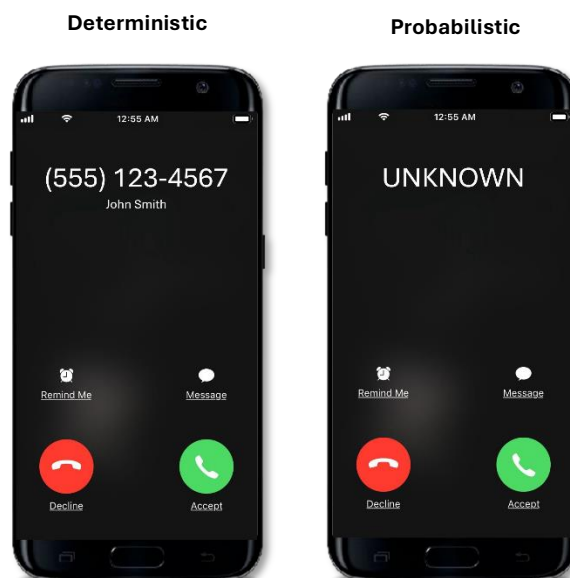
## Types of Identity Resolution

There are two types of identity resolution approaches: deterministic and probabilistic.

**Deterministic** is the most precise as it is based on an absolute key-based approach where identifiers – such as name, email address, phone number, or account number – are determined to be an exact match. Matches are more accurate but can be more limited. Deterministic identity resolution relies on PII that tends to be constant and clean.

**Probabilistic** – sometimes referred to as "fuzzy matching" or "approximate matching" – uses algorithms to match records that are "likely" related based on acceptable confidence levels. There is potential to find more matches with messier data – such as behavioral and preference information, however, matches may be less accurate.

There are arguments for both deterministic and probabilistic identify resolution that has led some solutions to utilize a hybrid approach that combines both matching methodologies. The decision between the approaches and how to use them depends on the type of data available as well as the need for accuracy versus a broader reach.



## Challenges of Fragmented Data

Organizations often have data stored in separate, unconnected systems and silos, leading to incomplete and inconsistent customer profiles. This fragmentation hinders effective marketing and personalized customer engagement.

**Without accurate identity resolution, marketing efforts can become fragmented and less effective, as businesses fail to recognize the same customer across different channels and touchpoints.<sup>2</sup>**

Siloed data means that different departments within a company will have only a fraction of information about the same customer, leading to a disjointed understanding that impedes strategic decision-making.

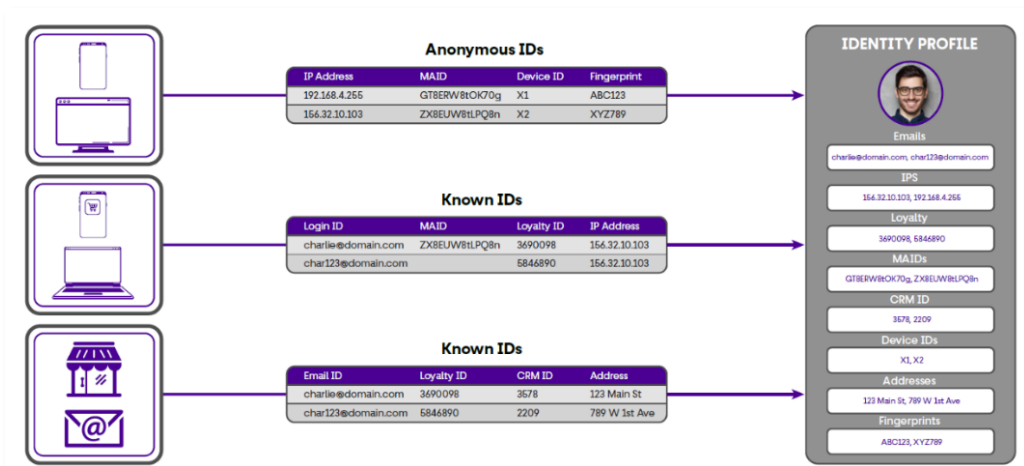
Inconsistent data – such as variations in formats, naming conventions, and typo errors – further complicate the process of creating a unified customer view. Different systems that store data in incompatible formats make it difficult to match records accurately. For instance, a customer's name might be recorded as "John A. Smith" in one database and "J. Smith" in another or "Sally Phister"

in one place and "Sally Fister" in another, preventing them from being connected as the same person.

Duplicated data - multiple records for the same individual can exist within and across data repositories, leading to redundancy and inefficiency. Duplicate records will skew analytics and lead to wastes marketing spend.

Fragmented data also complicates compliance with ever-changing privacy and data security mandates. Managing data from various sources requires strict adherence to laws and regulations, adding layers of complexity to the identity resolution process. Businesses must navigate a complex landscape of data privacy laws, such as GDPR and CCPA, ensuring that data integration and management processes do not violate any regulations. This requires a comprehensive identity resolution coupled with governance frameworks and continuous monitoring to maintain compliance.

Customer data is a moving target and is constantly changing, with new interactions and updates occurring frequently. Keeping profiles current and accurate is an ongoing challenge. This dynamic nature of data requires an adaptable identity resolution solution capable of timely updates to ensure that the unified view remains accurate and relevant.



<sup>2</sup>Source: [Forrester Research](#)

## Benefits of a Unified Customer View

What can customer-focused brands expect from their identity resolution solution?



### Deeper Insights

With a complete view of customer interactions across all touchpoints and behaviors, businesses can identify patterns and trends of behaviors, preferences, and needs to gain a **comprehensive understanding of customer journeys** that answers the big questions.



### Optimized Marketing ROI

A key value of identity resolution lies in its ability to help marketers **accurately measuring marketing performance** to understand which campaigns are most effective for targeted audiences. This allows budgets to be allocated to maximize return on investment.



### Enhanced Personalization

Marketers **can activate timely, highly personalized communications** that best resonate with each customer's unique preferences and behaviors. Sending the right message to the right customer at the right time via the right channel drives higher conversion rates, increases engagement, and stronger customer relationships.



### Better Manage Compliance & Risk

Companies can better **enforce standards that mitigate the risk of fines and reputational damage**. In an era where data breaches are common, customers are increasingly concerned about how their data is used and protected. Demonstrating a commitment to robust identity resolution builds customer trust by protecting their privacy and personal information.



### Improved Customer Experience.

Customers expect seamless cross-channel experiences, whether they are interacting with a brand online, in-store, or through different devices. A consolidated customer profile allows for more **seamless interactions across all touchpoints** enhancing the overall customer experience. Consistent and informed interactions build customer loyalty.



### Competitive Advantage:

Individuals engage with brands 24/7 and expect near-immediate responsiveness. With a proper identity resolution infrastructure, companies have access to complete customer information to anticipate customer needs or preferences, activate timely interactions, and deliver superior experiences to **stay ahead of the competitors**.



### Increased Productivity

An identity resolution framework will **streamline data management processes and operations**, by reducing redundancy, and improve the accuracy and reliability of customer data. Efficient data operations translate to less time addressing data discrepancies and more time focusing on initiatives that drive business growth. Improved data accuracy further ensures that marketing resources are allocated appropriately.



### Better Customer Support Services

With a plethora of options to contact companies - chatbot, email, phone, text - Customer Support teams with access unified customer purchases, behaviors, and preferences are better equipped to provide **more appropriate responses** that enhance customer satisfaction, loyalty, and retention.

## Value of Identity Resolution

Marketers across industries have benefitted from identity resolution in numerous ways:



### Retail

Retailers connect online and in-store activities to forecast customer LTV, create dynamic behavior-based segments, trigger personalized promotions, and enhance loyalty programs.



### Entertainment

Entertainment companies monitor preferences and activities to target new releases and events, deliver unique offers and subscriptions options, and determine best time and channel to reach each customer.



### CPG (Consumer Packaged Goods)

CPG companies track and analyze consumer behaviors support for direct-to-consumer initiatives and new customer acquisition. Demographic appends allow for targeted advertising, and better retail distribution.



### Financial Services

Financial services firms rely on identity resolution to recognize high-value customers and identify similar prospects, enhance fraud detection, determine risk profiles, and personalize investment opportunities.



### Telecom

Telecom providers utilize identity resolution to understand customer preferences and usage patterns, facilitating personalized service offers and proactive customer retention strategies.



### Travel

The travel industry leverages identity resolution to offer customized travel suggestions, streamline booking processes, and provide seamless customer experiences across all touchpoints of a customer's trip.



### Insurance

The insurance industry optimizes underwriting based on risk assessments, develops targeted cross-sell marketing for tailored insurance products, and streamlines claims processing.



### Health

The health industry uses identity resolution to create comprehensive patient profiles across devices, enabling personalized care plans, improving patient engagement in their health management.



## Identity Resolution Partner Checklist

There are many factors to consider when evaluating potential identity resolution partners to ensure success. Marketers need to consider their unique needs and goals to find the identity solution that works best. Asking the right questions can help make the process easier and focused on what truly matters.

<b>Accuracy</b>	The cornerstone of an identity resolution solution is the ability to correctly match and link records to create reliable and persistent customer profiles.	<ul style="list-style-type: none"><li>• What data quality checks are used to handle inconsistencies and variations?</li><li>• What techniques are used to minimize false positives and negatives?</li></ul>
<b>Scalability</b>	As business grows, so will the volume of data. A scalable solution can efficiently absorb increasing data quantities without compromising performance.	<ul style="list-style-type: none"><li>• How does the solution accommodate growing data volumes?</li><li>• What are performance results at different volume capacities including heavy data loads?</li></ul>
<b>Addressability</b>	The ability to comprehensively connect identifiers across channels and devices is essential for effective marketing.	<ul style="list-style-type: none"><li>• What data is used to create identities?</li><li>• What matching strategies are used – deterministic, probabilistic, hybrid?</li></ul>
<b>Interoperability</b>	Interoperability ensures that identity resolution solution can work seamlessly with an existing technology stack and adapt to future needs.	<ul style="list-style-type: none"><li>• How does the solution transfer a persistent ID across existing and new technologies?</li><li>• Does the solution integrate with any platform in a Martech stack (CRM, DSP, CDP, etc.)?</li></ul>
<b>Customization</b>	No two companies are exactly alike. Modifications enable customer profiles that filter out the noise and help make faster data-driven decisions.	<ul style="list-style-type: none"><li>• To what extent can the solution be customized to fit specific business needs?</li><li>• What options exist for adjusting the matching algorithms?</li></ul>
<b>Privacy</b>	With data regulations becoming increasingly stringent, it is vital to choose a partner that prioritizes privacy, security, and compliance.	<ul style="list-style-type: none"><li>• How does the solution ensure compliance with GDPR, CCPA, and other regulations?</li><li>• What data encryption and protection measures are in place?</li></ul>
<b>Support/Services</b>	Access to expert support and services can make a significant difference in the success of your identity resolution efforts.	<ul style="list-style-type: none"><li>• What level of support and consulting services does the vendor offer?</li><li>• Are there ongoing training and resources available to help us maximize the solution's effectiveness?</li></ul>

## Vérité Data's Approach to Identity Resolution

A robust identity resolution system is essential for modern marketing success. Identity Resolution goes far beyond simple matching on names, addresses, phone numbers, or email addresses. While these are foundational elements, a comprehensive identity resolution strategy leverages a broader array of data points and sophisticated technologies.

With over 50 years of experience, Vérité Data excels in providing comprehensive identity resolution solutions. With a data-first mind-set, our methodologies are designed to tackle the complexities of modern data environments, ensuring accurate and reliable customer profiles.

**Spending on identity resolution solutions in the United States is expected to increase 13% YoY, reaching \$10.4 billion.<sup>3</sup>**

At Vérité Data, we understand the importance of accurately and consistently identifying individuals, households, and addresses to create a unified customer view. Our approach to assigning and managing persistent IDs at these levels is grounded in leveraging a multi-sourced reference database comprised of hundreds of unique sources, encompassing over 335 million identities. By integrating this extensive data, we can ensure that each individual, household, and address is assigned a unique, persistent ID that remains consistent over time, even as data is updated and refined.

Vérité Data's solution employs advanced matching techniques to integrate and enhance customer data. Our proprietary deterministic and probabilistic approaches are designed to identify and link data points with high accuracy, even when faced with variations and inconsistencies. These algorithms leverage advanced techniques to ensure that even subtle variations in data are accurately resolved. Our continuous improvement approach ensures that our



matching identity resolution solutions remain at the forefront of industry standards.

In addition, we augment and enrich client data with additional curated online and offline data elements, which are then utilized to link records to the same identity across various data sources. This enrichment process not only enhances the depth and accuracy of the customer profiles but also allows us to assign confidence scores to each match, ensuring the highest level of matching precision. Our persistent IDs facilitate seamless integration and linkage of data, enabling more effective identity resolution and a comprehensive view of customer interactions.

Partnering with an experienced and trusted provider like Vérité Data is essential for successful identity resolution. The complexities involved in managing and resolving identities across multiple data sources require specialized expertise and sophisticated technologies that go beyond the capabilities of in-house IT resources. With our extensive experience and robust methodologies, Vérité Data ensures that businesses can confidently achieve accurate and reliable identity resolution, driving better marketing outcomes and customer insights.

**To learn more about how Vérité Data can help your business achieve a unified customer view and enhance your marketing efforts, contact us today for a consultation.**

<sup>3</sup>Source: [eMarketer](#)

## DEMYSTIFYING IDENTITY RESOLUTION:

### Successful Marketing Starts with Understanding Customer Profiles

With more than 50 years of experience, Vérité Data is a proven identity, data, and analytics provider with a flexible approach that ensures scalability, reliability and security. Organizations can start small with a single project and scale up easily with Vérité – expanding across brands and channels as needed – to address your most pressing challenges.

### SIMPLIFYING THE COMPLEXITIES OF DATA

To learn more about our Identity Resolution, please write [info@veritedata.com](mailto:info@veritedata.com)



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