

IDENTITY RESOLUTION

WHAT IS IT AND WHAT CAN IT DO FOR YOU

VéritéData





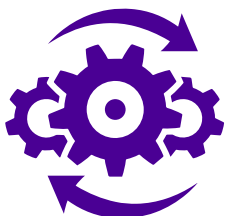
As 3rd party cookies and mobile ad IDs (MAIDS) are being removed from the Identity Resolution (IR) landscape, marketers are having to address their approach to customer identity resolution. In a November 12, 2020 survey by Adephic.

- **88%** of those surveyed reported that they are concerned about the end of 3rd party tracking and the IDFA.
- **61%** of those surveyed rated identity resolution capabilities as either extremely important or very important when evaluating new advertising platforms.

Identity Resolution is defined as the process that combines multiple identifiers across all the data touchpoints and channels to resolve identities and create a holistic, 360-degree view of individuals. Identity Resolution provides the technology for connecting identifiers gathered from multiple devices across multiple channels in real-time to create a unified customer profile and perform highly effective targeted marketing and personalized messaging.

Until now, 3rd party cookies and mobile ad IDs have been key components of Identity Resolution. The next generation of Identity Resolution will need to evolve beyond these for marketers to obtain a true “1 to 1” marketing relationship and understanding of customers.

IDENTITY RESOLUTION: How does it work?



As customers engage with your brand, they leave a trail of many identifiers that can be used to link their interactions and activities. Identifiers include email addresses, physical addresses, phone numbers, mobile ad and device IDs, account usernames/numbers, and loyalty numbers.

The Identity Graph (ID Graph) collects these identifiers and links them to customer profiles, which can be used to create customer segments and personalized marketing messages.

Identity Graphs leverage two basic types of matching when mapping identifiers to customer profiles – deterministic and probabilistic.

Deterministic is best described as absolute key-based matching where the values used to determine a match must be 100% the same. Examples would be the use of a Customer or Account Number to match to the ID graph. Deterministic matching provides the most accurate match.

Probabilistic, also known as “approximate” or “fuzzy” matching, provides the greatest “reach” but with a lower level of accuracy than deterministic matching. Probabilistic matching is a good choice when a lower level of accuracy can be tolerated to increase coverage. In general, probabilistic matching is often used in digital advertising and other device-level optimizations where the targeted device can be shared amongst several unique consumers – such as computers, tablets, TVs, phones, etc.

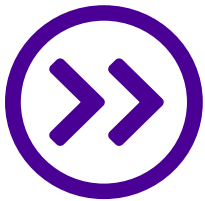
IDENTITY RESOLUTION: What can it do?



Identity Resolution allows marketers to understand the entire journey a customer takes with their brand and creates a unified/single view of an individual. Benefits of Identity Resolution for marketers include:

- Create robust customer profiles to allow for more accurate segmentation and audience creation.
- Provide better customer journey mapping by linking all of a customer's offline and online activities into a single profile.
- Support cross-channel, cross-device targeting required to reach today's consumers where they are and when they want to be contacted.
- Eliminate wasted marketing spend on targeting fragmented customer profiles for the same consumer.
- Enable better business decisions by promoting the latest, consistent, and most accurate data about your customers.
- Decrease marketing costs by targeting specific audiences with timely and appropriate offers and personalized messaging.

IDENTITY RESOLUTION: What's next?



First party, first party, first party! 3rd party cookies and mobile ad IDs are being deprecated for identifying users and their behaviors across sites and devices.

As a result, there has been traction amongst several large ad tech companies to develop and promote a new ID (called Unified ID 2.0) that aims to replace 3rd party cookies with hashed email addresses. But this approach has recently been under attack from Google.

Google cast a doubtful eye on hashed emails and other alternate identifiers being supported by claiming these identifiers do not "pass consumer expectations for how their data is traded nor does it expect those solutions to meet future regulatory standards." In this same blog post, Google declares that "first-party relationships are vital".

Going forward, marketers can count on first party data being the lynchpin of identity and customer journey mapping. Marketers should be looking at their current first party data, how it is captured and ingested into their data ecosystems, identify and augment any gaps in data coverage, and confirm there are hygiene procedures in place to ensure quality, consistency, and timeliness. While change is inevitable, having the highest coverage and highest quality first party customer data must remain at the forefront of any Identity Resolution solution.

In closing, the key to any Identity Resolution's success is predicated on the quantity and quality of a company's first party data. It is imperative that you partner with the best solutions provider that will cleanse and augment your data as part of your Identity Resolution build out. Vérité's Data has decades of experience in data hygiene, data augmentation, data analytics, and data matching. Vérité leverages this industry expertise to build and deploy sophisticated Identity Resolution solutions for our clients.

Contact us to learn how Vérité can become your organization's Identity Resolution partner.

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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.

SECURELY ENABLING A CONNECTED WORLD

To learn more about our Identity Resolution, please write info@veritedata.com



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