

Why You Can't Afford Not to Invest in Real-Time Identity Resolution

Connect up-to-date customer data across your organization for maximum marketing effectiveness.

The Cost of Poor Data

The investment in accurate, real-time data is foundational to the health of your business.

\$3.1 trillion
the estimated yearly cost of poor data in the U.S.

40%

of businesses fail due to inaccurate data

91%

of U.S. companies think revenue is wasted due to poor contact data

Different Sides of the Same Coin

As companies continue to invest in data, customer information that is inaccurate and outdated remains a pain point.

INTERNALLY INCOMPLETE

DATA HOUSEKEEPING

6

Individuals could have up to **six completely different identities** within your database.

#1

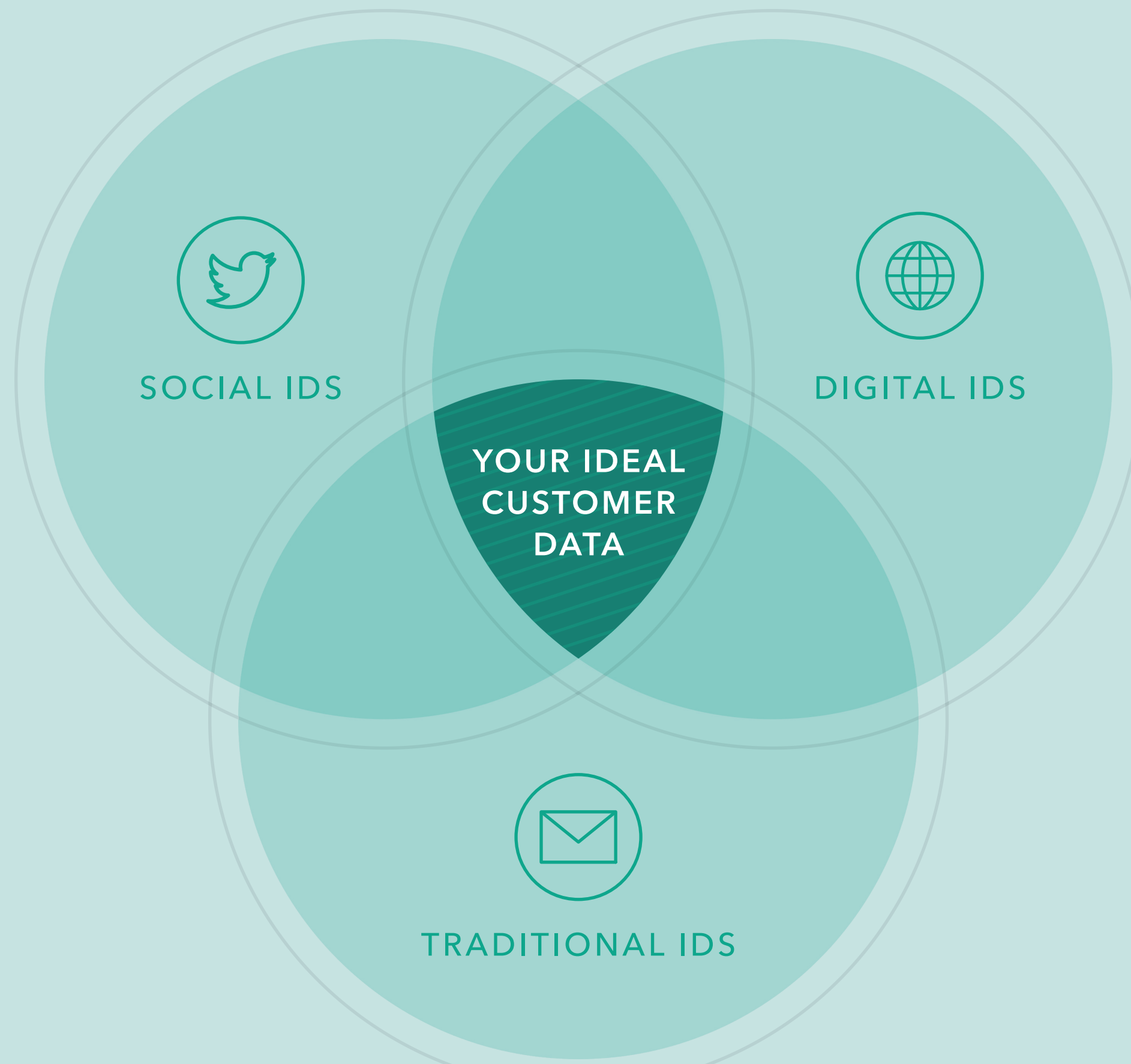
Human error was cited as the **#1** cause of data inaccuracy.

50%

of data managers blamed **basic missteps** for their company's erroneous data.

The Moneymaker: Identity Resolution

Identity resolution technology connects real-time, up-to-date customer data across a company's database to create one comprehensive profile. Using traditional, social, and digital identifiers to create a contact record, you can deliver a 360° view of your customer.

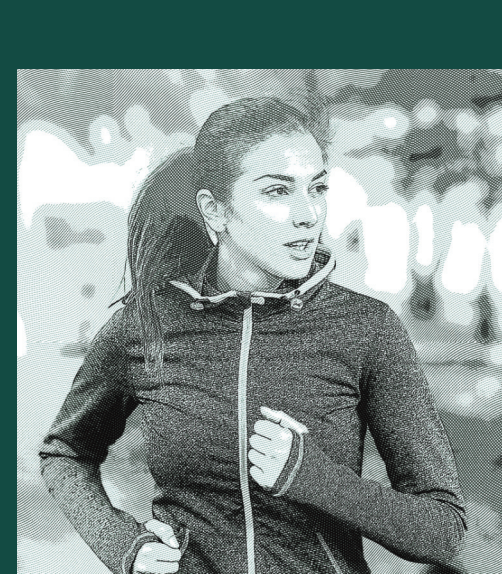


Turning Data into Dollars

The opportunity to surpass your competition is huge.

93%

of marketers are **ineffective** at delivering real-time, data-driven marketing across physical and digital touchpoints.



Immediately act on real-time data points and improve:



Identification, Authentication and Identity Proofing



Measurement and Attribution



Customer Care



Audience Creation and Development



Segmentation



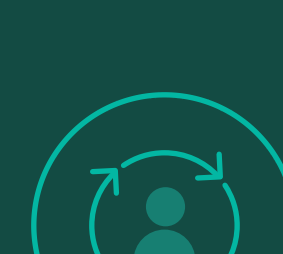
Strategic Insights and Analytics



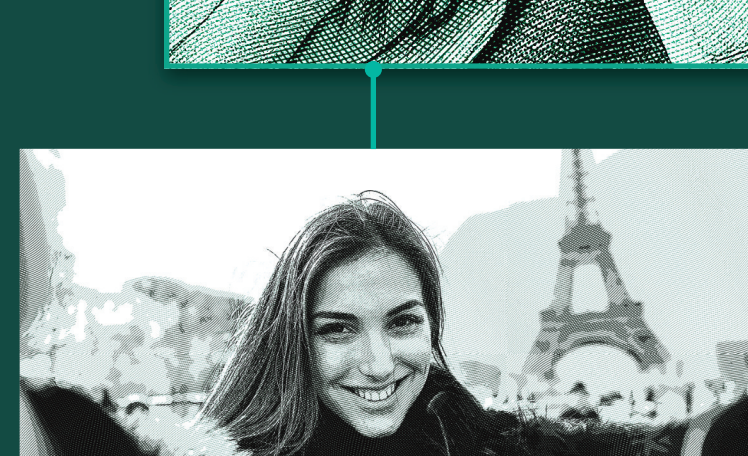
Enrichment



Multi-channel Activation



Personalization



Bring together siloed data inside your organization and enrich it with data dimensions in real-time to achieve a golden customer record for improved marketing efforts and unparalleled customer experience.

Begin resolving identities inside your organization today

Visit www.fullcontact.com/IDR to get started.