



# Increase Customer Interactions with Multichannel Moments

*Create Consistent, Compelling Experiences with Identity Resolution*

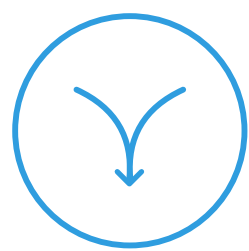
For brands everywhere, it's a multi-device, multi-channel world. In fact, [73% of consumers](#) use multiple channels in their interactions with a single preferred retailer. As people move to different devices, from platform to platform, businesses face the challenge of providing a consistent, enticing experience. To reach customers in their preferred channel, marketers must adopt strategies that give potential buyers the right message at the right time.

Enter identity resolution, the process of data reconciliation that works across multiple devices and touchpoints, in both online and offline environments, creating systems of engagement to deliver cross-channel experiences. With identity resolution as the cornerstone of your multichannel marketing strategy, you can create experiences that resonate with your customers because you understand them as individuals. Marketing to real humans, not devices or cookies, allows you to engage with prospects in an authentic way while moving them down the funnel.

The challenge for businesses attempting to take advantage of complete customer intelligence resides in the disparate, disconnected data world where numerous solutions (marketing automation, CRM, email marketing software) are used across numerous departments (sales, customer support, marketing).

While the effort of implementing a multichannel marketing strategy may seem high, the reward is higher. Brands that engage clients through multiple channels see an [89% loyalty retention rate](#). Identity resolution is the strategic asset for creating customer-centric campaigns that fuel interaction across email, social, web, mobile, and more.

# Four Ways Identity Empowers Your Multichannel Marketing Efforts



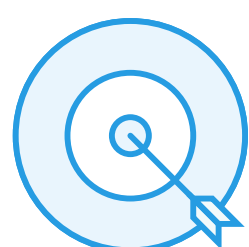
## Tie Your Data Together

Sync fragmented data across platforms and departments to keep the strategy and message aligned. From sales to customer support, marketing, and product, different departments need unified customer data. Identity resolution allows for you to bring together a holistic profile, which can be used by every department for optimal outreach.



## Use Accurate, Continuously Updating Data

Now that your customer data is enriched and synced within your organization, you'll be able to supply your channels with complete intelligence. Coordinating a multichannel marketing campaign powered by identity resolution means you can bring together email, digital advertising, inbound marketing and triggered workflows – while ensuring that you use data refreshed in real-time for precise segmentation and targeting.



## Create Consistent Experiences From First Touch

You can ensure your customer experience is consistent from the very start if you segment, tailor and personalize the interactions and engagements for your audience. Take the guesswork out of building personas using known customer demographics, affinities, and more. Communicate with your audience on the platform of their choice in emails, web messaging, display ads or any other channel using custom content.



## Build Relationships with Insight

You can access a single view of your customers to verify their identity and personalize your interactions. Using interests, affinities and other relevant insights to create an authentic relationship, customers can turn to influencers. Dive deeper into your database to find lookalike customers – using identity resolution to find the similarities not visible from transactional data—to maximize your ROI and influence every step of the customer journey.

Multichannel marketing is an achievable strategy that can produce significant results. Customer intelligence gleaned from identity resolution makes the difference in how you function as a marketer. With identity resolution, you can align the accurate, up-to-date customer data within your company to create multichannel campaigns that deliver real results.



**FullContact**

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