

4 Marketing Strategies to Accelerate Your Business with Identity Resolution

Improve Your Marketing Effectiveness with
1:1 Views of Customers & Prospects



Why read this guide?

Times are uncertain and the marketing landscape as we know it is changing. The brands that lean into their first-party data will create competitive differentiation.

As people grow and change, their identity does as well—at least in terms of the data that represents them. If you don't have a process in place to maintain accurate linkages, to recognize customers as they're engaging with your brand, and to connect customers across platforms, your identity data will quickly become out-of-date and invalid.

It's up to you to solve the issue of fragmented and incomplete customer data that all marketers face. The path forward to accelerating your business is clear: Identity Resolution.

Identity Resolution takes disparate identifiers and touchpoints your customers have on multiple platforms, devices, and channels and maps them to a single person. This allows you to see the whole person and engage in a hyper-personalized fashion no matter where, when, or how they engage with you.

This guide will show how accurate Identity Resolution can improve your marketing effectiveness with 1:1 views of your customers and prospects. It will demonstrate the importance of unifying customer & prospect data, understanding the whole person, amplifying your media reach, and measuring omnichannel performance.



Strategy 1: Unify Customer and Prospect Data

If you don't know who someone truly is, how can you expect to help them? Think about a person's behavior. They jump across different channels and may represent themselves in different ways, leaving information fragmented, siloed, and incomplete—according to Deloitte Digital, businesses average 17 different customer-data applications. That's a lot of places to keep your records up-to-date!

And not only is data collected in different systems, but so much of it is inaccurate, duplicated, or incomplete. A person might sign up for a coupon with one email address, but have their receipts emailed to a different email address. They may call a call center from their work phone, but call back another day on their cell phone. How are you supposed to know this is the same person and still provide an experience they've come to expect? And while all of that is going on, data has become more tightly controlled by walled gardens, giving media buyers and brands little information or insight into their customers.

People want to own their relationship with the content they're consuming and be in control of their own data and marketing journey.

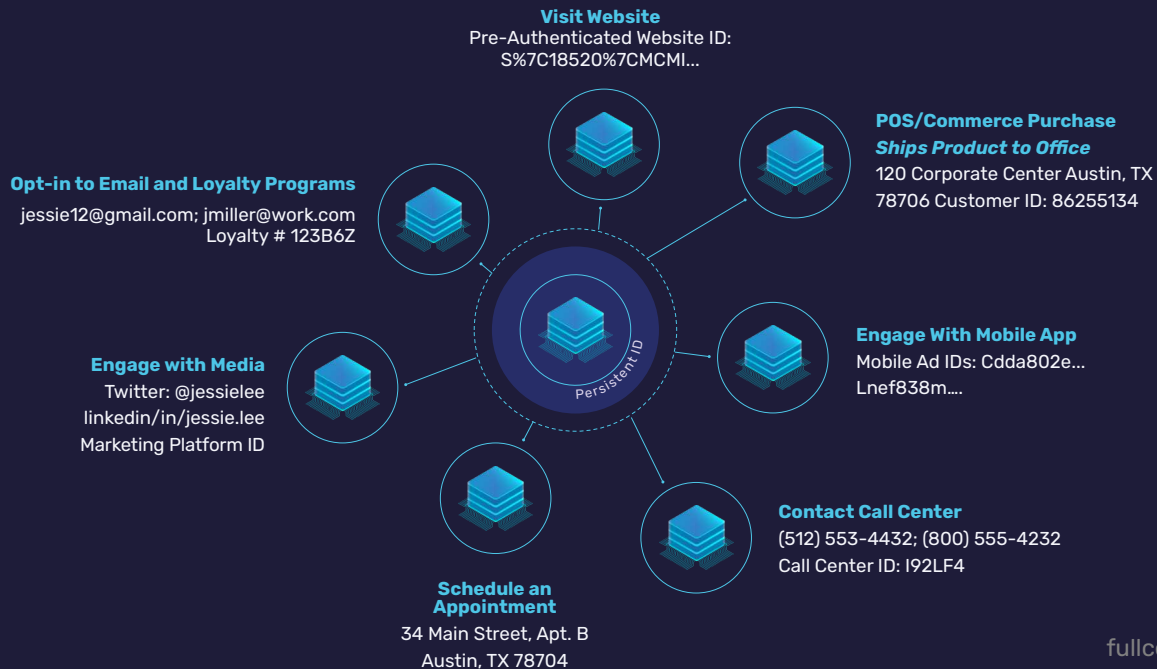
“Develop tangible strategies for identifying and engaging customer audiences in ways that are relevant, responsible, personalized and optimized to meet consumer needs and achieve overarching business objectives.”

- Winterberry Group

What you need is a solution to connect and consolidate your customer data, empowering you to create highly-personalized customer experiences, regardless of what channels your customers use to engage your brand, allowing for a seamless customer experience.

Identity Resolution solves these issues by unifying all the disparate identifiers and touchpoints of an individual that may exist on multiple platforms, devices, and channels, and attaching them to one person. But it's only a true solution if you can persistently and portably identify those fragments as belonging to the same individual in real-time. As your customers progressively engage with your brand in different ways, their identity is maintained and synchronized—keeping your customer relationship consistent. When you do that, you simultaneously improve customer experience and increase loyalty to your brand.

People represent themselves differently as they engage with your brand so you have to maintain a persistent ID that allows you to recognize a person and maintain a personal identity across channels and over time.






Strategy 2: Understand The Whole Person

Market conditions play a large role in consumer behavior. For example, under economic duress, you may see brand loyalty decrease as people prioritize their needs in the moment versus what they want.

Now more than ever it's important to understand a person beyond just the shipping name and address on a new order. You have to understand who that person truly is, including their professional and personal identities, to ensure your message connects with them in an impactful way.

INDIVIDUAL Age, Gender, Occupation...		EDUCATION Degree, University Name...
LIFESTYLE Hobbies, Interests...		AUTO Make, Model, Year...
FINANCIAL Wealth, Income, Credit...		PURCHASE Beauty, Health, Electronics...
HOUSEHOLD Children, Home Type...		SHOPPING BEHAVIOR Catalog, Mail, Online, In store...
LOCATION Neighborhood		TRAVEL Loyalty, Luxury...
COHORT Millennials, Senior Citizens...		PROFESSIONAL Occupation, Title, Photos...
ENERGY & UTILITIES*		NOT FOR PROFIT*
HEALTHCARE*		RESTAURANT*
MEDIA & ENTERTAINMENT*		TECHNOLOGY & COMMUNICATION*
<p>EMAIL ADDRESSES jessie12@gmail.com, jessie.lee@yahoo.com, jlee@work.com</p> <p>PHONE NUMBERS (512) 553-4432 +1 (800) 555-4232</p> <p>ADDRESS & PLACEKEY ID 34 Main Street, Austin, TX 78704 123 Business Address, Austin, TX 78702 227-223@5vg-82n-pgk</p> <p>PHONE NUMBERS AAID: Cdda802e-fb9c-47ad-0794d3... IDFA: EL7583XD-A637-48BC-B806...</p> <p>SOCIAL HANDLES Twitter: @jessielee linkedin/in/jessie.lee</p> <p>PRE-AUTHENTICATED ANONYMOUS ID/ WEB IDENTIFIERS 359503849%7CMC...</p>		

* Vertical specific bundles



Understanding your customers and how they've changed, even in the last 90 days, is critical to marketing to them.

Thankfully, there is an abundance of information available to marketers today to create a whole-person view—but how do you find the right information that fits your needs?

Unfortunately, there isn't a one-size-fits-all solution, but there are a few quick and easy steps to ensure you understand your customers at a whole-person level.

Take a look at the insights you already have. Where is your first-party consumer data coming from? Is the data siloed within departments and platforms?

The first step to understanding the whole person is to connect your fragmented first-party data so that no matter what channel a person uses or what email address they submit, you always know who is interacting with your brand.

Append the data you have with whole-person insights. To truly understand the whole person, you have to append thousands of data attributes of a person as an individual and as a professional.

Having a multidimensional view of your customers will have not only marketing, but the enterprise as a whole—it will help you personalize customer experiences, it will help you create new merchandising strategies, it will help you prioritize and optimize your media spend, and it will help you find more customers that look just like them.

Understand the Insights. Insights can be invaluable to marketing campaigns, but not if they are outdated or inaccurate.

If you truly want to bring value to your customers, you have to ensure you understand the confidence of the insights from your Identity Resolution partner, the recency of the information, and the speed at which the data can be delivered to accelerate the value.



Strategy 3: Amplify Your Media Reach and ROAS

When you have a message, amplifying that message across multiple channels accelerates the increase of return on ad spend. Whether it's your first-party data or second-party data, it needs to be leveraged in an omnichannel fashion.

Think about how many different ways a brand could interact with you and now think about how many consumers you have in your database. They probably have about the same number of identifiers when they interact with you—and if you truly want to provide value to your customers, you have to reach and recognize them where they are. Everywhere they are, with a consistent message.

As an example, how many email addresses do you have? You probably have a personal email, a work email, and maybe even a third email you use for “junk” mail where you have to enter an email address but you don't want to clog up your real inbox. We've all been there. And what about mobile devices? Do you have a cell phone and a tablet? That's at least one phone number and two Mobile Ad IDs captured for online shopping. How many social media handles do you have? And what about home address and work address?

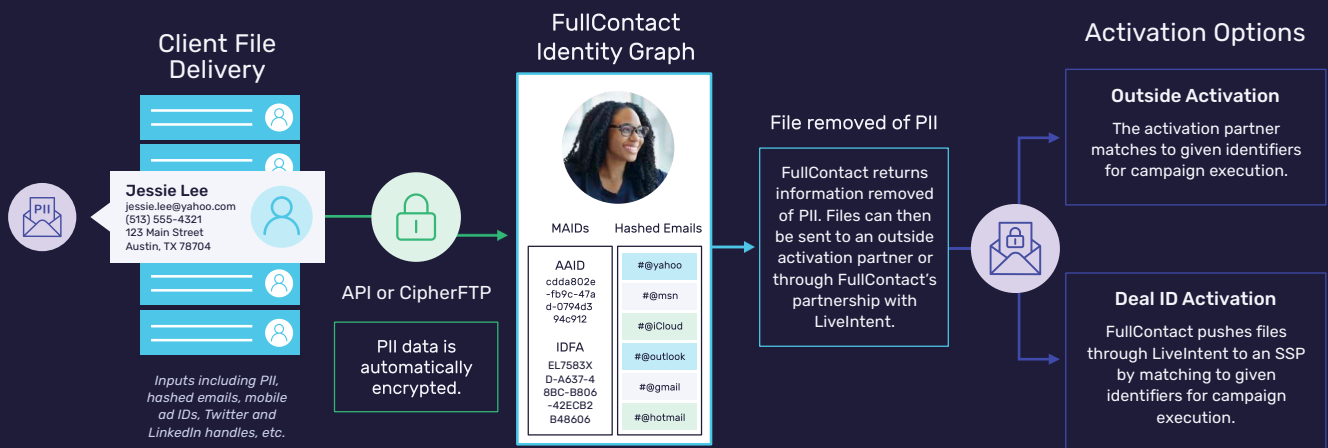
Hashed Emails and Mobile Ad IDs ensure that you're reaching your customers at the person level, not at the device level, which is important for providing consistent, specific, and truly personalized messaging.



As a marketer, you might only have access to one identifier for each of your customers.

But that’s not going to ensure that you’re reaching them with a consistent or impactful message across all available channels. By enriching your consumer email with additional incremental touchpoints, such as hashed emails and mobile ad IDs, you can expand your omnichannel reach and enable a consistent brand experience for every customer at every interaction.

Once you’ve linked your complete or fragmented identifiers to an individual person, you’ll reduce wasted media spend by ensuring you’re not reaching the same person repeatedly. To get the maximum effect, it’s highly recommended that you match on the person-level, not cookies, devices, or households—so you can be certain you reach your intended individuals. Then you can create audiences using your criteria and activate on your preferred platforms, all while measuring person-level performance.





Strategy 4: Measure and Optimize Omnichannel Performance

Say you've worked with an Identity Resolution provider to unify your consumer database, you've enriched your identifiers with additional insights to understand who your customers are, and you've amplified your database to include additional touchpoints for each consumer. How do you know if it's making a difference?

Most marketing measurement isn't built for the marketer, it's built for the specific platform. This means it doesn't take into account your other marketing activities while being designed to make you re-invest.

You need something transparent and incremental, a tool that will let you have full control of measurement based on your actual needs. To properly measure your campaigns, you need to integrate a common identity layer on your sales and transaction data. This enables you to link media and sales channels directly, and leads to better optimization and more efficient marketing.

What you need is a persistent ID. And no, Cookies won't cut it.

While they're still important, third-party cookies are in decline. They're only part of an identity; they can feed into the whole picture, but you need a common identifier. And the need to measure the effectiveness of your marketing messaging and advertising campaigns is more important than ever.

What is a Persistent ID? Essentially, an ID attached to a number of pieces of the core identity, so if one of those identifiers changes (if someone moves or changes their phone number) the ID is attached to the other parts of that identity. Thus the persistency is maintained.

Having a persistent ID empowers you to measure online, offline, and cross-device IDs during campaigns. This allows you to optimize for effectiveness—from exposure to conversion.

Optimize Marketing Using Persistent Identifiers

	Match an Individual to a Persistent ID	Attach Mobile Ad IDs, Hashed Email, nonID, and Persistent ID for activation	Impressions and conversions are tied back to the Persistent ID	Reports linking Customer ID and Persistent ID provided to client for measurement
SOLUTION	 <p>Jessica Lee jessie12@gmail.com Customer ID: 45239</p> <hr/>  <p>Persistent ID: 99GAJFLH64...</p>	 <p>MAID: EA7583CD... Persistent ID: 99GAJFLH64...</p> <hr/>  <p>Hashed Email: 4F64C8B... Persistent ID: 99GAJFLH64...</p>	<p>Impression</p> <p>Timestamp Campaign ID Publisher ID nonID</p> <p>↕</p> <p>Persistent ID 99GAJFLH...</p> <p>Transaction</p> <p>\$ amount 876 Oak St. Denver, CO 80202</p> <p>Customer ID: 45239</p>	 <p>Jessica Lee jessie12@gmail.com 876 Oak St. Denver, CO 80202 'Best Customer' Female No Children Customer ID: 45239 MAID: EA7583CD... Hashed Email: 4F64C8B...</p>
BENEFIT	<p>A persistent ID is your unique link to tie exposure to conversion at the person level.</p>	<p>Persistent ID acts like your customer ID, but in a privacy-compliant, highly secure method that can be used externally.</p>	<p>Move away from measuring marketing's impact on browser and device IDs.</p> <p>Measure impact on real people.</p>	<p>Understand how well your marketing has performed and see what your customers' omnichannel journeys really look like.</p>



Conclusion

Identity Resolution is critical to accelerating your business performance and creating strong, truly valuable relationships.

Your customers want you to see them for who they are, whenever they are. There's no shortage of data out there—you just need to focus on the type of data, tied to an individual, how fresh that data is, and how quickly it can be delivered.

FullContact

*Amplify your ability to recognize and reach real people by **3X**.
Or it's on us. **Guaranteed**.*

Real People

Access and map fragmented physical and digital identities into a **persistent PersonID from a single graph**.

Omnichannel input and outputs.

- **248 Million People**
- **50 Billion** Individual Omnichannel Identifiers
- **700+** Ethically Sourced Personal and Professional Attributes

Real Control

Leverage your **FullContact Private Identity Cloud™** to protect & control your first-party data across your enterprise. Enable permission-based partnering without commingling data.

Port the **PersonID** across your ecosystem improving targeting, reach, recognition and measurement.

Manage **privacy and permission at a person level** at every touchpoint.

- **SOC2 Type II Compliant**

Real Time

Recognize people across platforms and engagement **in the moments that matter**.

Leverage our machine learning, applied graph theory, and distributed computing to **improve resolution**.

High availability, high throughput, and resilient low latency architecture.

- **30+ Million** Updates per Day
- **40 Millisecond** Response Time