How to Accelerate Your Marketing Effectiveness with **Identity Resolution**

The Challenge

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 real-time 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as they're engaging with your brand, and to connect customers across platforms, your identity data will quickly become out-of-date and invalid.

If your customer anonymously browses your website on their laptop, and later makes a purchase through your app with their personal email, can you recognize those events are connected to the same person? And what if they sign up for your newsletter using their professional email address? Are you able to progressively understand what that customer is interested in as they browse online, across sessions, devices, and channels?

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.

What is Identity Resolution?

Identity Resolution takes the disparate and fragmented customer & prospect identifiers and touchpoints you have on multiple platforms, devices, and channels and maps them to a single person.

All of those little fragments of who you are--like your email address(es), phone number(s), social media profiles--are compiled into a 360-representation of yourself for the brands you want to interact with (and to ensure those brands you don't want to interact with, know not to do so).

This serves as the foundation of the connection between you and brands across channels, allowing them to see you as a whole person and engage in a hyper-personalized fashion no matter where, when, or how you engage with them.

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 how Identity Resolution helps to unify customer and prospect data, increase your understanding of the whole person, amplify your media reach, and measure omnichannel performance.

01

Identity Resolution Unifies Customer and Prospect Data
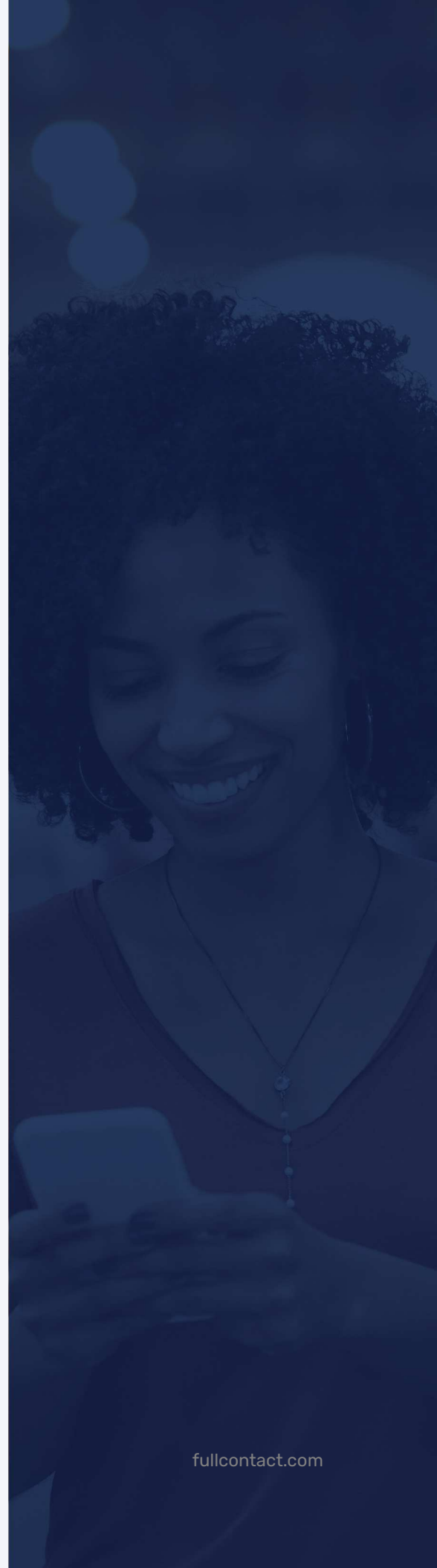
Identity Resolution Unifies Customer and Prospect Data

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, platforms, and devices, anonymously and logged-in. When people represent themselves in different ways, it leaves 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. They could check your website anonymously on their mobile device, and later make a purchase on their work computer. 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 and identity intermediaries, 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."*
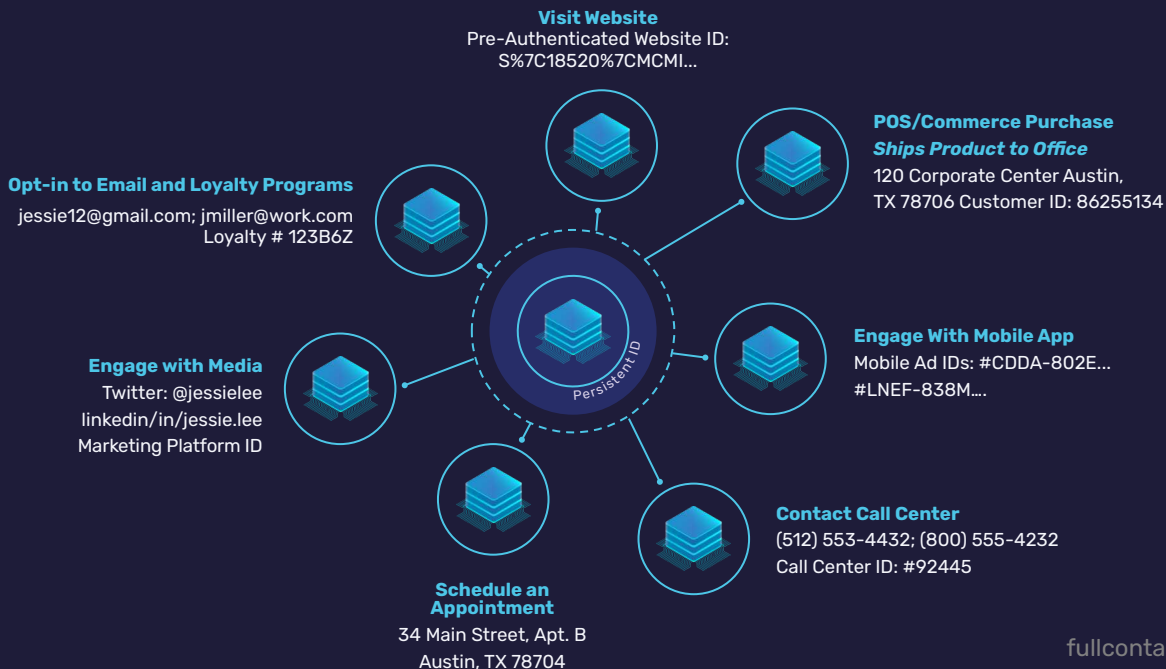
- Winterberry Group

Identity Resolutions connects and consolidates 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.

By unifying all the disparate identifiers and touchpoints of an individual that may exist on multiple platforms, devices, and channels, and attaching them to a single person, Identity Resolution lets you see a whole-person view of said individual.

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.
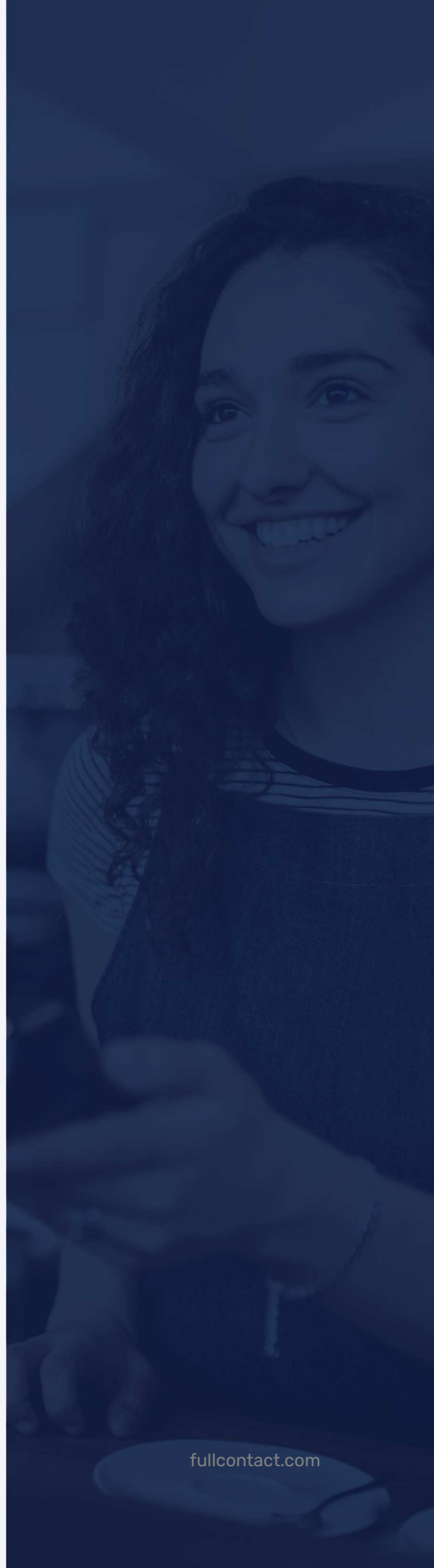
As your customers progressively engage with your brand in different ways, their identity is maintained and synchronized—keeping your customer relationship consistent. When you do that, you simultaneously improve the customer experience and increase loyalty to your brand.

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.

Visit Website
Pre-Authenticated Website ID:
S%7C18520%7CMCMI...

POS/Commerce Purchase
Ships Product to Office
120 Corporate Center Austin,
TX 78706 Customer ID: 86255134

Opt-in to Email and Loyalty Programs
jessie12@gmail.com; jmiller@work.com
Loyalty # 123B6Z

Engage With Mobile App
Mobile Ad IDs: #CDDA-802E...
#LNEF-838M....

Engage with Media
Twitter: @jessielee
linkedin/in/jessie.lee
Marketing Platform ID

Persistent ID

Contact Call Center
(512) 553-4432; (800) 555-4232
Call Center ID: #92445

Schedule an Appointment
34 Main Street, Apt. B
Austin, TX 78704

fullcontact.com

02

Understand the Whole Person with Identity Resolution

Understand the Whole Person with Identity Resolution

Market conditions play a large role in a person's 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 they truly are, including their professional and personal identities, to ensure your message connects with them in an impactful way.

INDIVIDUAL
Age, Gender, Occupation...

LIFESTYLE
Hobbies, Interests...

FINANCIAL
Wealth, Income, Credit...

HOUSEHOLD
Children, Home Type...

LOCATION
Neighborhood

COHORT
Millennials, Senior Citizens...

ENERGY & UTILITIES*

HEALTHCARE*

MEDIA & ENTERTAINMENT*

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227-223@5vg-82n-pgk

PHONE NUMBERS
AAID: Cdda802e-fb9c-47ad-0794d3...
IDFA: EL7583XD-A637-48BC-B806...

SOCIAL HANDLES
Twitter: @jessielee
linkedin/in/jessie.lee

**PRE-AUTHENTICATED ANONYMOUS ID/
WEB IDENTIFIERS**
359503849%7CMC...

EDUCATION
Degree, University Name...

AUTO
Make, Model, Year...

PURCHASE
Beauty, Health, Electronics...

SHOPPING BEHAVIOR
Catalog, Mail, Online, In store...

TRAVEL
Loyalty, Luxury...

PROFESSIONAL
Occupation, Title, Photos...

NOT FOR PROFIT*

RESTAURANT*

TECHNOLOGY & COMMUNICATION*

* 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?

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

1. **Audit the insights you already have.** Where is your first-party 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. No matter what channel a person uses or what email address they submit, you should always know who is interacting with your brand.

    What do we mean by "first-party data?" Let's break down the different data types:

The Difference Between Zero, First, Second, and Third Party Data

Zero-Party Data
Information that a consumer actively and **freely shares** with a brand.

First-Party Data
Information that a **company directly collects** about consumers as the consumer interacts with their brand.

Second-Party Data
Another company's first-party data that your company has **permission to use**, enforced by contractual agreements.

Third-Party Data
Information **aggregated** from a number of public and non-public sources that **may not be given explicitly** by the consumer.

2. **Append the data you have with whole-person insights.** To truly understand the whole person, append the data you already have on them with thousands of personal and professional data attributes.

    Having a multidimensional view of your customers won't just help your marketing, it will help your entire enterprise. It will empower you to personalize customer experiences, it will enable you to create new merchandising strategies, it will drive prioritization and optimization of your media spend, and it will help you find people who look just like your best customers.

3. **Understand the insights**. Insights are invaluable to your marketing campaigns, but not if they're 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.

03

How Identity Resolution Amplifies Your Media Reach and ROAS
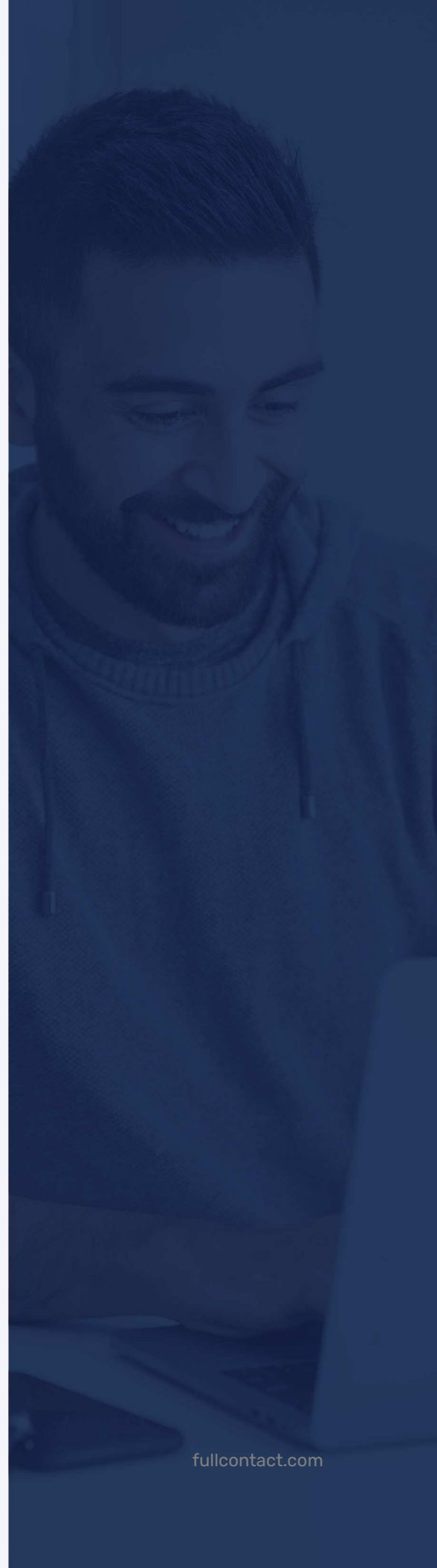
How Identity Resolution Amplifies Your Media Reach and ROAS

When you have a message, amplifying it across multiple channels accelerates the increase of return on ad spend. Whether it's your first-party data or second-party data, you need to ensure it's 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 you use when 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 addresses and work addresses?
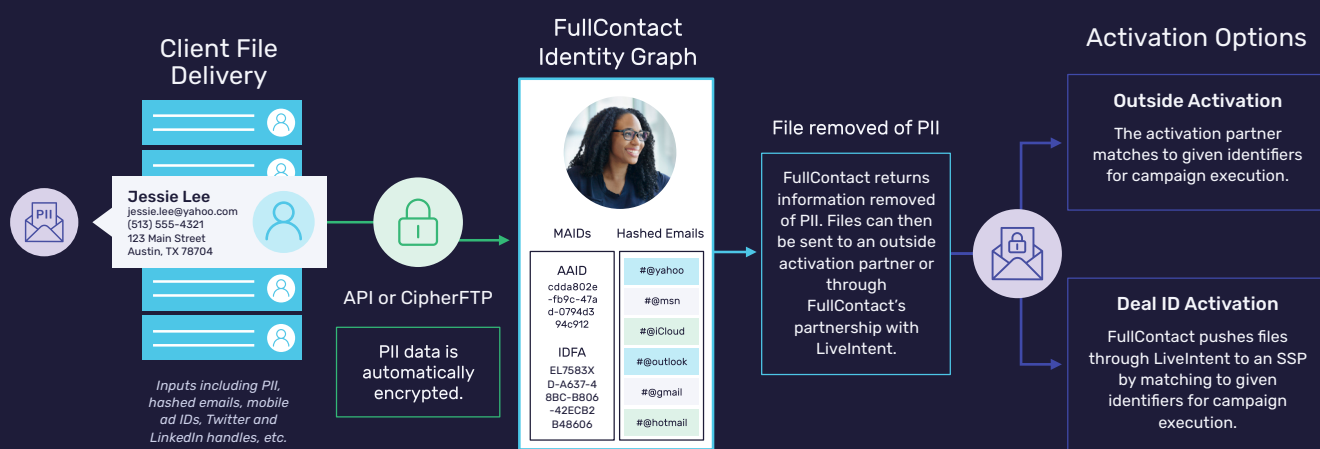
Hashed Emails and Mobile Ad IDs ensure that you're reaching your customers at the person level, not at the device level, which is important for providing consistent, specific, and truly personalized messaging.

With all of these identifiers out there for each person, you might only have access to one identifier for each of your customers.

That's obviously 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 also map cookies, devices, and household data. Mapping all of these identifiers back to a person ensures that 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.

Client File Delivery

Jessie Lee
jessie.lee@yahoo.com
(513) 555-4321
123 Main Street
Austin, TX 78704

Inputs including PII, hashed emails, mobile ad IDs, Twitter and LinkedIn handles, etc.

API or CipherFTP

PII data is automatically encrypted.

FullContact Identity Graph

MAIDs	Hashed Emails
AAID cdda802e -fb9c-47a d-0794d3 94c912	#@yahoo
	#@msn
	#@iCloud
IDFA EL7583X D-A637-4 8BC-B806 -42ECB2 B48606	#@outlook
	#@gmail
	#@hotmail

File removed of PII

FullContact returns information removed of PII. Files can then be sent to an outside activation partner or through FullContact's partnership with LiveIntent.

Activation Options

Outside Activation
The activation partner matches to given identifiers for campaign execution.

Deal ID Activation
FullContact pushes files through LiveIntent to an SSP by matching to given identifiers for campaign execution.

04

Use Identity Resolution to Measure & Optimize Omnichannel Performance

Use Identity Resolution Measure & Optimize Omnichannel Performance

If you're working with an Identity Resolution provider to unify your consumer database, enrich your identifiers with additional insights to understand who your customers are, and amplify your database to include additional touchpoints for each consumer, there's an important question to ask yourself. How do you know if your efforts are making a difference?

It can be a challenge, because 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 have a short lifetime. They're only part of an identity. While they can feed into the whole picture, you need an omnichannel, portable identifier.

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.

The need to measure the effectiveness of your marketing messaging and advertising campaigns is more important than ever. 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	Jessie Lee jessie12@gmail.com Customer ID: 45239 Persistent ID: 99GAJFLH64...	MAID: EA7583CD.. Persistent ID: 99GAJFLH64... Hashed Email: 4F64C8B... Persistent ID: 99GAJFLH64...	**Impression** Timestamp Campaign ID Publisher ID nonID ↕ Persistent ID 99GAJFLH...	**Transaction** $ amount 876 Oak St. Denver, CO 80202 Customer ID: 45239	Jessie Lee jessie12@gmail.com 876 Oak St. Denver, CO 80202 'Best Customer' Female No Children Customer ID: 45239 MAID: EA7583CD... Hashed Email: 4F64C8B...
BENEFIT	A **persistent ID** is your unique link to tie exposure to conversion at the person level.	**Persistent ID** acts like your customer ID, but in a privacy-compliant, highly secure method that can be used externally.	Move away from measuring marketing's impact on browser and device IDs. **Measure impact on real people.**	**Understand** how well your marketing has performed and see what your customers' **omnichannel journeys** really look like.

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.

Interested in starting your company's Identity Resolution journey?

FullContact can help you get started down the path by helping you see how many of your contact fragments belong to the same person.

If you would like to learn more and get a Proof of Concept showing how we can increase your marketing effectiveness with Identity Resolution, click here.

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 **FullContact Identity Streme™** 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

If you would like to learn more and get a Proof of Concept showing how we can increase your marketing effectiveness with Identity Resolution, click here.