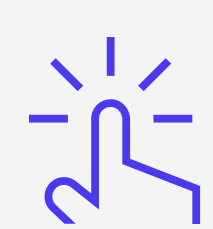


Identity *Resolution*

Identity resolution helps businesses connect online interactions with real people by linking data points. Resolved profiles enable marketers to serve offers and advertisements that are more likely to resonate with customers.

Email Clicks



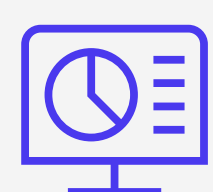
Requires Action

Users must click a link in an email to establish a connection to their identity.



Known Database

Shoppers must already exist in the business's known database to be identified.



Click Identification Rate

In automotive, a 2% click rate is considered effective, enabling identification of a small percentage of a known database.

Website Visits



No Action Needed

Shoppers are identified upon landing on a site through any medium, without requiring user action.



Unknown Site Traffic

A significantly larger set of unknown shoppers can be identified.



Visit Identification Rate

Identification rates of 30% to 50% of all site traffic are standard, enabling identification of a much larger, unknown shopper data set.

Complementary Strategies

For every one shopper in a known database, there are hundreds in the unknown website shopper data set. Both identity resolution methods—email clicks and anonymous website visit identification—work together and play a vital role in modern marketing strategies.

Email Clicks:

Connect businesses with "known" users, linking online interactions to existing customer profiles.

Website Visit Identification:

Expands reach by identifying a broader set of users who are still unknown but have interacted with the brand online.

By identifying these anonymous visitors, businesses can engage a larger group of shoppers who are aware of the brand but have not yet converted into customers. These potential customers can also be integrated into audience modeling and persona creation, providing valuable insights that enrich a business's understanding of its market and drive more effective marketing strategies.