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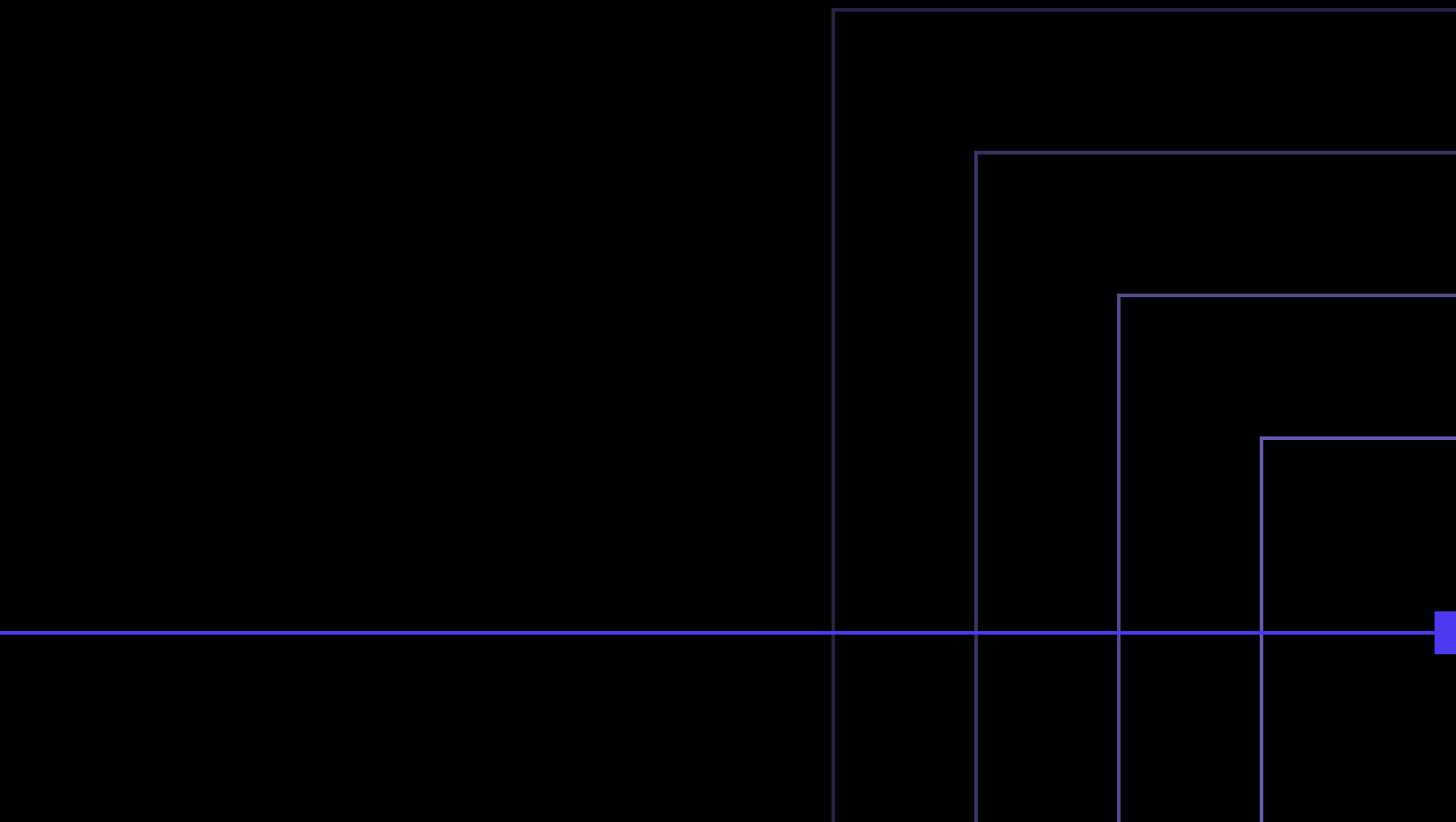
EBOOK

IDENTITY RESOLUTION

From Fragmentation to Conversion

A Data Strategy Guide for Dealerships

How to connect your data, identify more buyers, and drive measurable growth across your dealership.



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CHAPTER 01

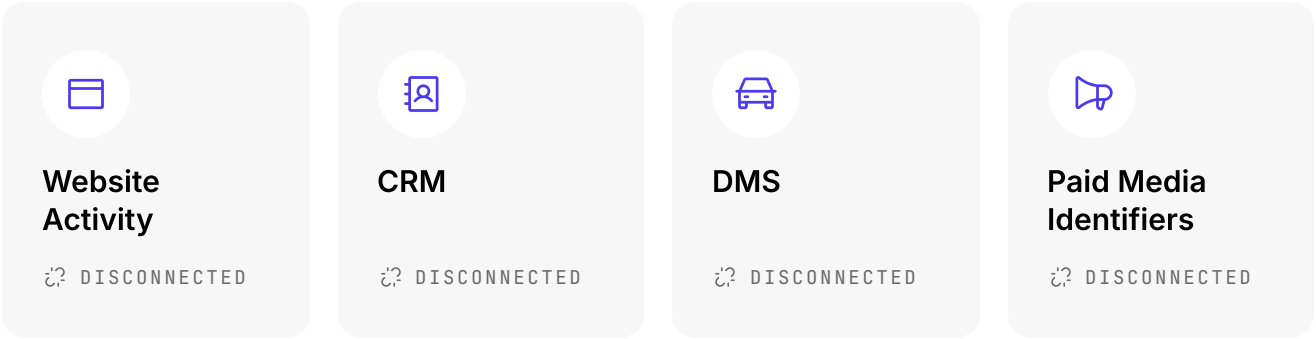
The Hidden Cost of Fragmented Data

Modern dealerships are not lacking data. Between website activity, CRM records, DMS data, service history, paid media identifiers, and third-party sources, there is more information available than ever before. The issue is not volume—**it is fragmentation.**

Customer data lives across disconnected systems. The same individual may exist as multiple records, receive overlapping messages, or go completely unrecognized when visiting your website. This leads to inconsistent customer experiences and missed revenue opportunities.

Research shows that a significant portion of dealership outreach fails to connect with consumers because the underlying data is incomplete or misaligned. This is not just a marketing inefficiency. It directly impacts conversion rates, customer satisfaction, and long-term growth.

High-performing dealerships are not solving this problem by adding more tools. They are solving it by connecting their data into a unified system.



Result: missed buyers, inconsistent outreach, and lost revenue at every stage.

CHAPTER 02

Why Most Dealership Data Strategies Fail

Most dealerships invest in data with the right intentions, but the wrong structure. Four failure patterns repeat across the industry.



01

Tool-First Thinking

Platforms purchased individually without understanding how they fit together. Overlapping capabilities, gaps in functionality, limited ROI.



02

No Identity Layer

Dealerships rely heavily on CRM data—only customers who have already identified themselves. The majority of website traffic remains anonymous and unused.



03

Team Fragmentation

Sales, service, and marketing operate independently with their own systems. Without a shared customer view, communication becomes inconsistent.



04

Poor Data Quality

Duplicate records, missing attributes, and outdated information limit the effectiveness of any system downstream.

The result: a collection of tools that never function as a cohesive strategy.

CHAPTER 03

Identity Is the Missing Layer

Identity resolution connects customer interactions across systems and channels into a single, actionable profile.

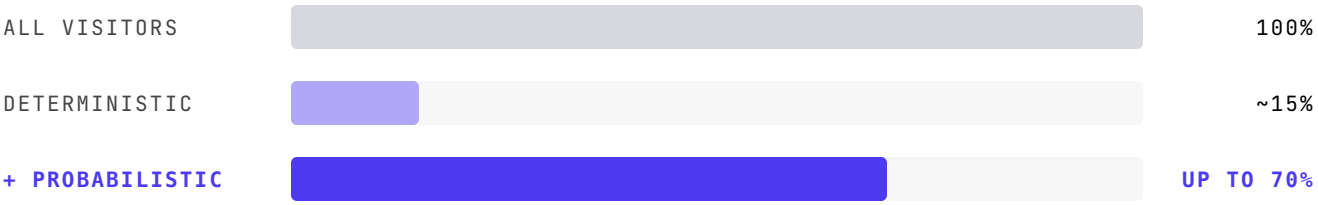
Deterministic Identity

Uses exact identifiers such as email or phone. Highly accurate but limited in reach—only identifies customers who have already shared their info.

Probabilistic Identity

Uses behavioral and contextual signals to infer identity—dramatically expanding visibility to a much larger portion of your audience.

Audience identification



4–5× Audience visibility increase with probabilistic identity

CHAPTER 04

Privacy-First Identity

As third-party cookies disappear and privacy regulations evolve, dealerships need new ways to identify and engage customers without relying on traditional tracking methods.

Modern identity strategies combine first-party data, probabilistic identity resolution, and privacy-safe collaboration to create actionable audience insights while protecting customer information.

This shift is not limiting marketing effectiveness—it is reshaping how high-performing dealerships build audience visibility in a privacy-first world.

First-Party Data Activation

Build audience intelligence using clean CRM, DMS, and dealership-owned data

Privacy-Safe Audience Matching

Connect customer and media insights without exposing raw personal information

Future-Proof Measurement

Maintain attribution and performance visibility in a cookieless ecosystem

CHAPTER 05

The Four Layers of the Modern Stack

A modern dealership data strategy consists of four layers that work together—data flowing upward from foundation through activation.



LAYER 01

Data Foundation

Cleans and enriches data

ACCURATE PROFILES



LAYER 02

Activation Layer (CDP)

Unifies and activates data in real time

PERSONALIZED ENGAGEMENT



LAYER 03

Intelligence Layer (Warehouse)

Stores and analyzes data

STRATEGIC INSIGHTS



LAYER 04

Identity Layer

Expands identification across users

AUDIENCE VISIBILITY

The identity layer spans all four layers—it doesn't sit on top, it runs through everything.

CHAPTER 06

Data Enrichment: Fixing the Foundation

Most dealership data is incomplete and inconsistent. Data enrichment improves this by adding missing attributes, correcting inaccuracies, and connecting fragmented records.

With enriched data, dealerships can identify lifecycle stages, understand vehicle ownership, and build more precise audiences.

WITHOUT ENRICHMENT	WITH ENRICHMENT
Duplicate records	Unified profiles
Missing attributes	Complete customer view
Generic targeting	Precise segmentation
Unknown lifecycle stage	Lifecycle stage visibility

Enrichment ensures that every downstream system operates on reliable inputs.

CHAPTER 07

CDP vs Data Warehouse: Action vs Insight

CDP

CUSTOMER DATA PLATFORM

- Real-time activation
- Collects & updates profiles
- Triggers cross-channel engagement
- Marketing use case

OUTCOME **ACTION**

Warehouse

INTELLIGENCE LAYER

- Historical analysis
- Stores large data volumes
- Deep reporting & modeling
- Data / analytics use case

OUTCOME **INSIGHT**

Together they create a loop: data informs action → action generates new data for analysis. Neither works best without the other.

CHAPTER 08

The Identity Unlock

Most dealerships only recognize a small fraction of their website visitors—creating a major gap between marketing spend and actual engagement.

By introducing probabilistic identity, dealerships can identify both known and new visitors based on behavior, transforming anonymous traffic into actionable audiences.

WITHOUT PROBABILISTIC

~85%

of visitors go **unidentified** without probabilistic identity resolution

WITH BOTH METHODS

~70%

of visitors become **identifiable** with both deterministic and probabilistic matching enabled

Total website traffic · Digital shoppers 100%



Known (CRM / Deterministic) ~15%
Matched customer profiles through deterministic identity resolution

Expanded Buyer Identification +55%
Matched anonymous visitors through probabilistic identity resolution

Total Identifiable **~70%**
A larger actionable audience for personalization, activation, and attribution.

CHAPTER 09

How It All Works Together

Consider a customer visiting your website and browsing vehicles. Here's how a connected stack responds automatically.

STEP 01

Website Visit

CDP

Captures behavior in real time as the customer browses

STEP 02

Identity Match

IDENTITY LAYER

Links to existing profile or creates a new one

STEP 03

Data Enrichment

DATA LAYER

Adds vehicle ownership, lifecycle stage, and attributes

STEP 04

Engagement

CDP

Triggers relevant campaign automatically

STEP 05

Storage & Analysis

WAREHOUSE

Stores interaction for analysis and continuous improvement

CHAPTER 10

What This Means for Your Dealership

A modern data strategy is not about adding more tools. It is about building a connected system.

Dealerships that implement this approach can recognize more customers, engage more effectively, and measure results with greater accuracy.



Unify data with a CDP

Connect your CRM, website, and third-party data into a single activation platform



Improve data quality through enrichment

Eliminate duplicates, fill gaps, and build accurate, complete customer profiles



Introduce identity resolution

Expand audience visibility with probabilistic matching across channels



Build analytics capabilities

Deploy a data warehouse to analyze performance and continuously improve

CONCLUSION

The Future Belongs to Those Who Turn Data into Action

Understanding the modern dealership data stack is the first step. Building and operationalizing it is where real impact happens.

FocalGraph helps dealerships move from fragmented systems to connected, identity-driven data strategies. From data enrichment and identity resolution to activation and analytics, we work alongside your team to design and implement a system that actually drives results.

If you're ready to identify more of your customers, improve marketing performance, and create a more unified customer experience, we should talk.



4–5×

more identified visitors



1 view

unified customer profile



Real-time

activation, always improving

TURN INSIGHT INTO ACTION

Start with a data strategy assessment and see where the gaps are.

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