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EBOOK

IDENTITY RESOLUTION

Morgan Automotive Identified 4× More Customers with an Identity Layer

How identity resolution transformed visibility, attribution, and performance

RESULTS SNAPSHOT · POST-IMPLEMENTATION

MORGAN AUTOMOTIVE GROUP

IDENTIFIED VISITORS	KNOWN USERS	PATH ATTRIBUTION
10% → 40%	9K → 40K+	+312%
~4× lift in coverage	~4.8× more usable data	full-journey visibility

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From anonymous traffic to identified buyers.

Morgan Automotive Group invested heavily in building a modern data stack, including standing up a CDP to unify and activate customer data. Despite that investment, early results fell short because most customer activity remained unidentified. By adding a probabilistic identity resolution layer, they expanded what the CDP could see and unlocked the full value of the stack they had worked so hard to put in place.

CHALLENGE

A CDP that could only see 10% of traffic

~90% of website visitors stayed anonymous, leaving the platform with a fraction of the data needed for segmentation, personalization, and attribution.

APPROACH

Probabilistic + deterministic identity

Anonymous sessions were resolved against existing customer data in real time using device, behavior, and historical signals—then passed back into the CDP.

OUTCOME

4.8× identifiable visitors

Identity coverage grew from 9.3% to ~40%. Known users in the CDP rose from roughly 9,300 to more than 44.6k. Multi-session journeys finally connected end-to-end.

IMPACT

Attribution visibility +312%

For the first time, digital engagement could be linked to in-store outcomes—turning fragmented sessions into single, observable buyer journeys.

CASE PROFILE—AT A GLANCE

CLIENT
Morgan Automotive Group
Multi-rooftop dealership group

INDUSTRY
Automotive Retail
Sales, service & finance

EXISTING STACK
CDP, CRM, DMS, web & call
Modern, fully integrated

SOLUTION
Identity Resolution Layer
Deterministic + probabilistic

A complete stack—incomplete visibility.

Morgan Automotive Group had already invested in a modern data stack, including a customer data platform designed to unify customer information and improve marketing performance. From a systems perspective, they had everything most dealership groups are told they need. Data was flowing in from their CRM, DMS, website activity, and call tracking platforms. The expectation was that this foundation would create a complete view of the customer and enable better targeting, personalization, and measurement.

In practice, that outcome never materialized.

Most customer activity remained invisible. The majority of website visitors never identified themselves, which meant the CDP could only act on a small fraction of total traffic. As shown in the underlying data, roughly ninety percent of visitors stayed anonymous, leaving only a small percentage of sessions usable for segmentation or activation.

> “Customer profiles were technically being created, but without enough identifiable signals coming from the website, those profiles took a long time to become useful.”



Jim Kosobucki
CDP MANAGER, MORGAN AUTOMOTIVE GROUP

This created a structural limitation. The system could only optimize what it could see, and most of the customer journey was happening outside of that visibility.

The platform worked. The identity model didn't.

The issue was not the CDP itself. The platform was functioning exactly as designed. The limitation came from the way identity was being established. In Morgan Automotive's environment, deterministic identification alone resolved only a low double-digit percentage of total sessions. These signals are reliable, but they occur infrequently relative to total site traffic. When identity depends entirely on those actions, most sessions never become actionable.

Form fills	Reliable, but only triggered by high-intent visitors near purchase.	FREQUENCY · LOW
Inbound phone calls	Match a known number—but most browsers never dial.	FREQUENCY · LOW
Email engagement	Limited to visitors already in the CRM and willing to click.	FREQUENCY · LOW
Anonymous web sessions	The vast majority of traffic—invisible to the CDP without resolution.	~90% OF TRAFFIC

At Morgan Automotive, this gap was clear. Out of a large volume of site traffic, only a small portion translated into known users. The rest remained disconnected, which meant segmentation was incomplete, personalization was limited, and attribution was largely inferred rather than observed.

The result was a ceiling on performance. Even with the right tools in place, the underlying data limited what those tools could produce.

Resolve first. Then activate.

To address this, Morgan Automotive introduced an identity resolution layer designed to expand what their system could recognize and act on.

Instead of relying only on deterministic identification, they implemented a combination of deterministic and probabilistic matching. This allowed anonymous sessions to be evaluated against existing customer data in real time, using signals such as device behavior, location, and historical patterns.

Identity resolution flow—anonymous session to unified profile

REAL-TIME PIPELINE

STEP 01

Anonymous session

Visitor lands on a dealership site. No form, no call, no login.

STEP 02—RESOLVE

Probabilistic + deterministic match

Device behavior, location, and historical patterns evaluated against existing customer data.

SIGNAL · DEVICE
Browser fingerprint & device graph

SIGNAL · BEHAVIOR
Page sequences, dwell, intent

SIGNAL · HISTORY
CRM & DMS match keys

STEP 03—ACTIVATE

Unified profile to CDP

Resolved profile passed back into the CDP for segmentation and activation.

When a match was identified, that session was no longer anonymous. It became part of a unified customer profile that could be passed directly into the CDP for activation.

This process fundamentally changed how the system operated. The CDP was no longer limited to a narrow slice of known users. It was now receiving enriched profiles that reflected a much larger portion of actual customer activity.

> “Through identity, we were able to build enough data to score and market to customers differently. That became really interesting, but it was all powered by the data.”



Jim Kosobucki
CDP MANAGER, MORGAN AUTOMOTIVE GROUP

05 · THE RESULTS

4X increase in identified customers

The most immediate impact was a significant expansion in identity coverage. Before implementing the identity layer, only about ten percent of visitors could be identified. After implementation, that number increased to approximately forty percent, representing a fourfold increase in identifiable users.

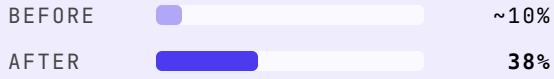
This shift translated directly into usable data. Monthly identified users increased from approximately 9,300 to more than 44,600 at peak volume—a 4.7× to 4.8× increase in usable identity data. This was not just a reporting improvement. It materially changed the volume of data available for targeting, segmentation, and analysis.

IDENTITY COVERAGE

38%

↑ FROM 10–12% · 3.8× LIFT

Share of website visitors that could be identified and resolved to a unified customer profile after implementation.

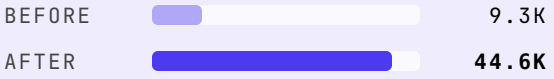


IDENTIFIED VISITORS

44.6K

↑ FROM 9.3K · 4.8× MORE

Volume of usable, addressable users in the CDP—material change for targeting, segmentation, and analysis.



Attribution also improved in a meaningful way. Previously, customer journeys were fragmented. A user might visit the website, return later, and eventually purchase in store without those interactions ever being connected. After identity resolution was introduced, those interactions could be linked together into a single, continuous journey. This resulted in a substantial increase in full path attribution visibility, improving by more than three hundred percent. For the first time, the team could clearly understand how digital engagement translated into real world outcomes.

The future belongs to dealerships that turn data into action.

Morgan Automotive didn't replace their stack. They made it work.

By adding an identity layer, they expanded what their system could see and turned fragmented data into a unified view of the customer. The same tools that once had limited impact were suddenly able to drive real performance.

This is the shift most dealership groups are missing. It's not about adding more tools. It's about making your existing data usable.

> "The Power BI dashboard gives us daily visibility into how the identity graph is growing. That level of transparency creates real operational confidence."



Jim Kosobucki
CDP MANAGER, MORGAN AUTOMOTIVE GROUP

TURN INSIGHT INTO ACTION

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

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