

USE CASE OVERVIEW

IDENTITY RESOLUTION

SUPERCHARGE KEY MARKETING TACTICS

You can't do effective marketing without a clear, detailed understanding of who your customers are. Unfortunately, the complexity of the digital marketing landscape means that sometimes you know exactly who has visited your website and sometimes you just aren't sure.

The right identity resolution solution can take the guesswork out of your marketing, improving the performance of your marketing tactics.

HERE ARE JUST A FEW EXAMPLES:

▶ Marketing Lists

Identity resolution tools can remove duplicates from your lists. This reduces bounce rates and unsubscribes while improving open and click rates.

▶ Ad Targeting/Retargeting

Identity resolution can provide insight into the identity of site visitors based on a range of attributes and thus improve targeting accuracy.

▶ Cross-Device Targeting

Identity resolution can be used to connect different devices to one another and then connect a person to a particular device for more effective targeting.

▶ Website Personalization

Identity resolution can connect a website visitor to their unified profile and use this data to select optimal web content for them.

▶ Customer Service

Call center agents can rely on identity resolution to access customer data in real time, allowing the agent to personalize the interaction and improve outcomes.

▶ Omnichannel Engagement

By identifying customers wherever they appear and orchestrating relevant interactions across channels, identity resolution fuels a holistic digital experience.

EXPLORE IDENTITY RESOLUTION

Identity resolution is a powerful capability that improves the customer experience and marketing performance at the same time. To find out more, read *Identity Resolution 101: What It Is and Why You Need It*.

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