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IDENTITY RESOLUTION P L A T F O R M S

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Table of contents

Scope and methodology	2	Choosing an identity resolution platform	11
Identity resolution market overview	3	The benefits of using identity resolution platforms	11
Figure 1: The market for identity resolution software is expected to grow significantly	3	Identity resolution platform pricing.....	12
First-party data takes center stage and data clean rooms gain importance	4	Recommended steps to making an informed purchase	13
Figure 2: Importance of third-party cookies to marketing strategies.....	4	Step one: Do you need an identity resolution platform?	13
Data privacy, quality and silos pose challenges.....	5	Step two: Identify and contact appropriate vendors	14
The impact of artificial intelligence and machine learning.....	5	Step three: Scheduling the demo	14
The emergence of real-time identity resolution	6	Step four: Check references, negotiate a contract	15
Identity resolution market shifts from M&A to product development.....	7	Conclusion	16
Identity resolution platform capabilities	8	Vendor profiles	17
Data onboarding	8	Acxiom	17
Deterministic versus probabilistic matching and the role of AI and ML	9	Adstra	19
Identity graph	9	Amperity	21
Integration with universal ID systems	10	dentsu.....	23
Data privacy and compliance.....	10	Dun & Bradstreet.....	25
Data clean rooms.....	10	Experian	27
Third-party software integration.....	11	FullContact.....	29
Activation and attribution	11	Intent IQ.....	31
Table 1: Data onboarding capabilities of a selection of identity resolution vendors	11	LiveRamp	33
		Stirista.....	35
		TransUnion.....	37
		Verisk Marketing Solutions	39

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Scope and methodology

This report examines the current market for enterprise identity resolution platforms and the considerations involved in implementing this technology. It addresses the following questions:

- What trends are driving the adoption of identity resolution platforms?
- Does my organization really need an identity resolution platform?
- What capabilities do identity resolution platforms provide, and how are advances in AI and machine learning affecting functionality?
- Who are the leading players in identity resolution platforms?
- How much do identity resolution platforms cost?

For the purposes of this report, the term “identity resolution platform” is defined as software that integrates consumer identifiers across channels and devices in a way that is accurate, scalable and privacy-compliant to create a persistent and addressable individual profile. Identity resolution platforms let marketers “close the loop” on customer marketing, analytics and compliance with a comprehensive view of activity across all customer touchpoints and channels. Such identifiers can and should encompass both online (device, email, cookie or mobile ad ID) and offline (name, address, phone number) data signals and attributes.

Customer identity and access management platforms that capture and manage customer identity and profile data and control customer access to applications are beyond the scope of this report, as are identity verification platforms that focus on fraud detection and prevention, risk mitigation and authentication. While identity resolution is often bundled with media products or with a customer data platform (CDP), this report focuses on standalone products that can be licensed separately from any other purchase.

This report is not a recommendation of any individual identity resolution company and is not an endorsement of any particular product, service or vendor — none of the vendors profiled paid to be included in this report. Vendors were selected based on their roles as industry leaders in identity resolution or because their entire revenue comes from identity resolution software and services.

Third Door Media conducted in-depth interviews with leading vendors and industry experts in the fourth quarter of 2024. These, in addition to third-party research, form the basis for this report.

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Identity resolution market overview

Consumer expectations for highly personalized marketing interactions are at an all-time high. Eighty percent of customers say the experience a company provides is as important as its products and services, 73% expect better personalization as technology advances and 65% expect companies to adapt to their changing needs and preferences, according to Salesforce's State of the Connected Customer report.

These insights are not lost on marketers. Ninety percent of leading marketers say personalization significantly contributes to business profitability, according to Think with Google research. This makes sense, given that consumers say they spend an average of 21% more when brands personalize their experiences, according to a Twilio survey.

However, consumers use a wide array of devices and online/offline touchpoints throughout their purchase journeys, leaving marketers with the difficult task of trying to understand which online devices and offline behaviors belong to a consumer and who that consumer is. Meanwhile, third-party data is expected to go extinct as technology companies and privacy regulations combine to limit its availability.

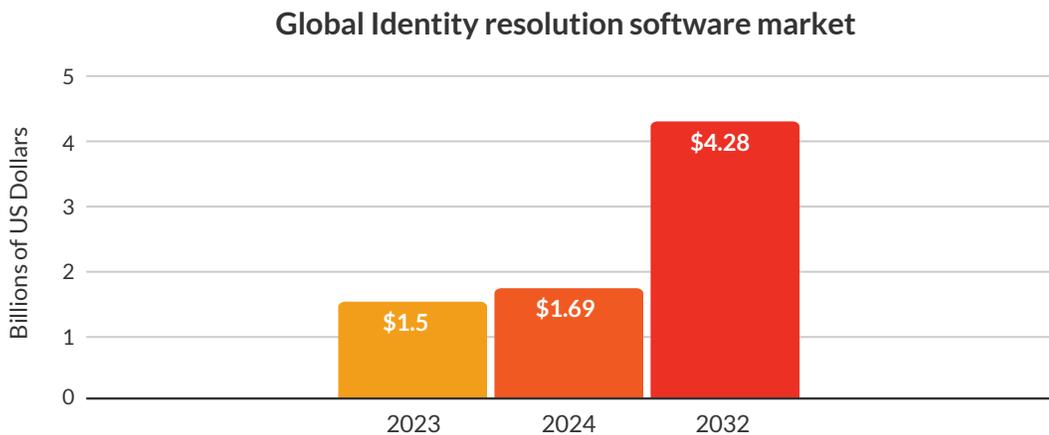
As a result, identity resolution – connecting consumer identifiers to one individual across channels and devices – is now critical to marketing success and compliance with data privacy laws. Each time a consumer interacts with the brand – regardless of channel – identity resolution systems attribute a different identifier to them. Identifiers can include an email and an IP or physical address, as well as a mobile phone number, digital tag or cookie. The identifiers are “stitched together” and attached to a universal or proprietary ID.

Identity resolution platforms manage the process and maintain databases (a.k.a. identity graphs) of persistent individual and/or household profiles based on multiple first-, second-, and third-party data sources. These platforms are essential tools for implementing people-based marketing strategies, especially in the age of AI, since these technologies rely on a solid data foundation to deliver insights and generate content.

The global identity resolution software market was valued at \$1.69 billion in 2024 and is anticipated to reach \$4.28 billion by 2032, witnessing a CAGR of 12.33% during the forecast period, according to Global Growth Insights (See Figure 1).

Consumer expectations for highly personalized marketing interactions have reached an all-time high.

Figure 1: The market for identity resolution software is expected to grow significantly



Source: Global Growth Insights



First-party data takes center stage and data clean rooms gain importance

The ongoing deprecation of third-party cookies and mobile identifiers, which tech companies are phasing out due to consumer privacy concerns, continues to fuel interest in identity resolution platforms.

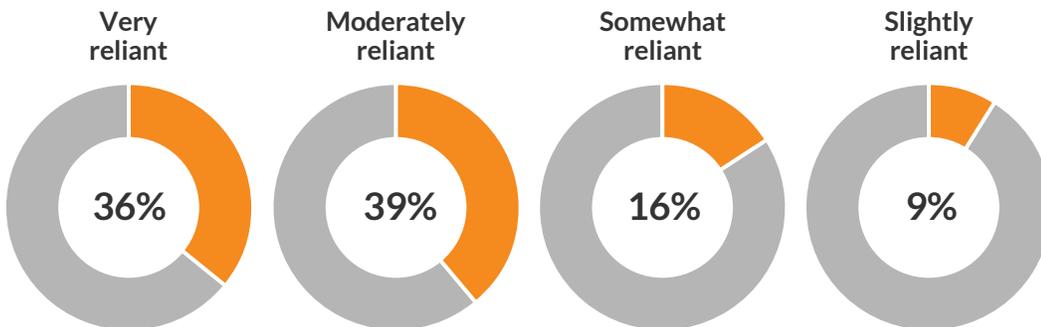
Although Google scrapped plans to completely phase out third-party cookies in its Chrome browser, changes to the interface will likely mean fewer people opting in. Additionally, the company plans to effectively eliminate GAID mobile IDs, its mobile identifier for advertisers, from its Android operating system.

Meanwhile, Apple has disabled its mobile identifier, IDFA, requiring users to opt in to be tracked. Unsurprisingly, according to data from mid-2024, global IDFA opt-in rates have declined to just under 14% across all verticals, according to attribution provider Singular.

Since marketers have long depended on third-party cookies and mobile IDs to target ads based on data associated with these identifiers, this has spurred a dramatic shift in marketing strategies. It's difficult to gauge the exact impact of these changes, but in mid-2024, 75% of marketers relied on them (down 7% from 2020), according to a survey by Epsilon. (See Figure 2).

Figure 2: Importance of third-party cookies to marketing strategies

How reliant are your digital advertising efforts on third-party cookies?



Number of respondents (n) = 257

Source: Epsilon survey



To lessen this dependence, 60% of marketers planned to increase their use of first-party customer data, the Epsilon survey found. Seventy-three percent planned to work with agency partners and vendors to try to overcome the loss of cookies.

Marketers are also losing access to large pools of potential customer data because of walled gardens like Google, Meta, and Amazon. These closed ecosystems let marketplace providers maintain control of user data. Marketers or advertisers are limited to analyzing, modeling, or segmenting data within the confines of these companies' systems to launch new campaigns.

All of this is pushing marketers to collect more first-party data about customers and prospects while also trying to enhance their profiles in a privacy-compliant manner.

“Since marketers have long depended on third-party cookies and mobile IDs to target ads based on data associated with these identifiers, these developments have spurred a dramatic shift in marketing strategies.”

Marketers are increasingly using data clean rooms (DCRs) for this. These are secure environments where multiple parties contribute and collaborate around data in a way that safeguards privacy compliance and control. Identity resolution vendors are increasingly offering DCRs in addition to their core services.

“In the dynamic landscape of data management, the emergence of data clean room technology stands as a testament to innovation meeting necessity. As organizations navigate the complex terrain of privacy regulations, consumer expectations, and the need to safeguard proprietary enterprise information, these solutions hold a lot of promise,” said Lynne Schneider, research director for data-as-a-service and data marketplaces at IDC. In its research on the topic, IDC notes that users report mixed levels of satisfaction with these solutions.

Data privacy, quality and silos pose challenges

Despite using identity resolution strategies to improve message relevance and targeting accuracy, significant obstacles continue to hinder marketers.

Customer data is typically scattered throughout the organization. It often resides in separate silos, hindering the ability to develop and nurture relationships. A consumer might use different identifiers to research something on one device (i.e., website login name), call on another (i.e., mobile phone) and then buy something in the store (i.e., loyalty ID or credit card). Each of these identifiers can live in different databases with disparate collection and matching requirements.

Poor data quality is another impediment. Effective identity resolution requires merging and attaching numerous data points to a unified customer ID. Inaccurate or redundant data causes low match rates and incorrect matches. Adding additional channels like advanced TV can compound this problem.

Data privacy laws are also a daunting issue for marketers trying to build personalized marketing programs.

In addition to the European Union's GDPR, marketers targeting U.S. users are faced with seven separate state privacy laws, with eight more going into effect in 2025. California voters are protected by two consumer privacy laws — the California Consumer Privacy Act (CCPA) and the California Privacy Rights and Enforcement Act (CPRA) — which give consumers the right to opt out of having their data sold or shared for cross-context behavioral advertising.

As much as data clean rooms are seen as a solution to some of these problems, they aren't an easy fix. Deployment is often expensive, takes a long time, and involves specialized expertise, and logistical issues abound when brands need multiple data clean rooms to comply with privacy laws in different countries or regions.

The impact of artificial intelligence and machine learning

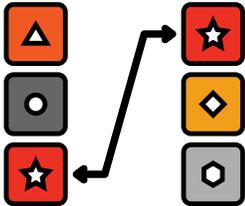
Though the effects of artificial intelligence and machine learning aren't as visible in identity resolution platforms as in other martech tools, they play an essential role behind the scenes.

One way is by improving the accuracy of identifying and matching customer data across various sources. For example, they analyze large datasets and identify patterns, improving matching when data isn't exactly the same on different platforms — such as Michael Smith vs. Mike Smith. They can also automatically clean and standardize data, correct errors, merge duplicates and find anomalies. Predictive modeling can forecast behavior using historical data, letting systems predict the likelihood of different data points belonging to the same individual.

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Additionally, they can turn unstructured data — such as social media posts, emails, etc. — into data that can be used for identity resolution. Meanwhile, natural language processing assists in the analysis of textual data and the extraction of meaningful information.

AI in identity resolution



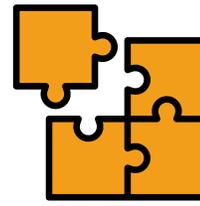
Improved matching through pattern recognition



Standardizing and normalizing data



Processing unstructured data



Enhancing incomplete data sets

Prospective advancements in generative AI methodologies, such as generative adversarial networks (GANs), may enhance data sets that are incomplete or lacking density. One part of a GAN uses existing data to fabricate supplementary data for a profile to make it indiscernible from authentic data. Another part assesses the likely accuracy of the fabricated data. As a result, each element learns from the other, theoretically enhancing its precision over time.

These advancements have other effects that are less immediate but equally important. These include faster data processing, allowing marketers to respond to changes almost instantly. Generative AI systems use the unified customer profiles created by identity resolution platforms to create personalized messages. This usage enhances the value of identity resolution for marketers.

The emergence of real-time identity resolution

AI and ML aren't the only new technologies impacting identity resolution. Edge computing and improved data streaming architectures provide real-time identity resolution capabilities. This lets marketers instantly personalize content and better take advantage of the unified profiles made possible through identity resolution.

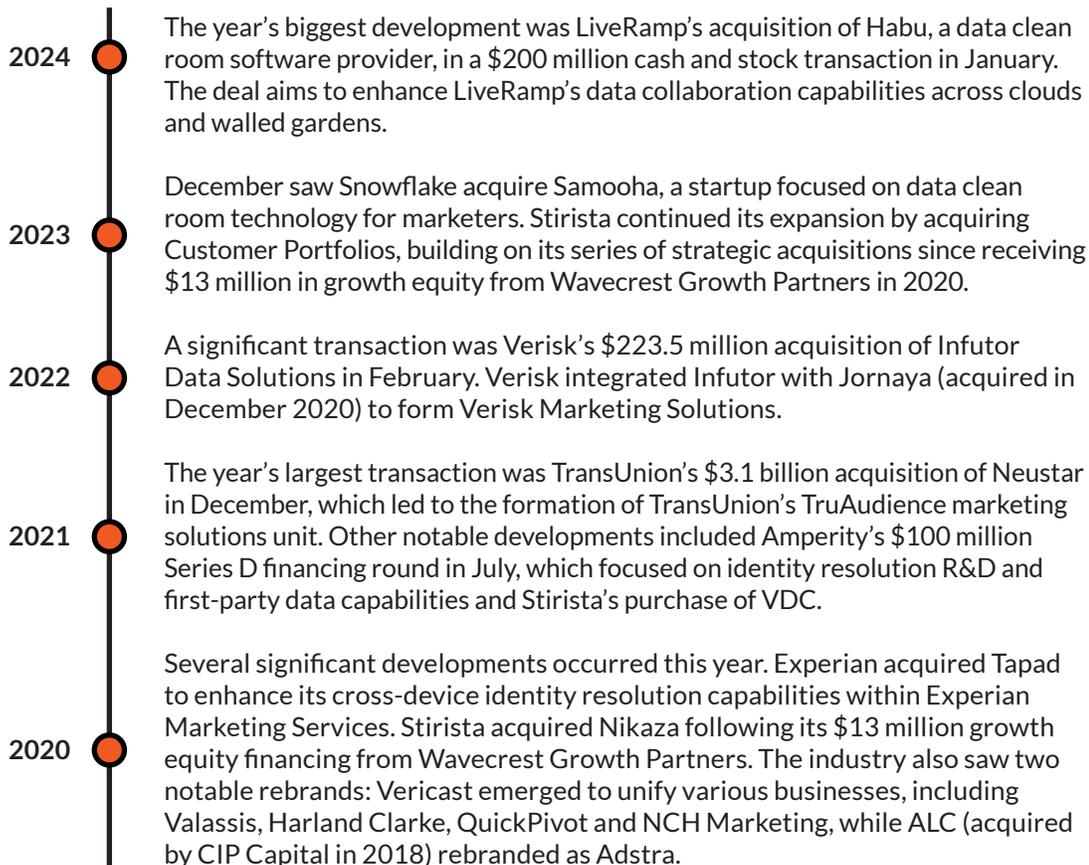
Identity resolution market shifts from M&A to product development

The identity resolution vendor landscape is in a period of strategic product development following several years of significant merger and acquisition activity.

AI and ML aren't the only new technologies impacting identity resolution. Edge computing and improved data streaming architectures provide real-time identity resolution capabilities.

Identity Resolution Platforms: A Marketer's Guide

The market now comprises a mix of pure-play platforms, marketing cloud providers, agency holding companies and credit reporting bureaus, with identity resolution capabilities increasingly integrated into broader marketing technology suites. This change reflects both market maturation and adaptation to new privacy requirements, with vendors developing solutions like data clean rooms and first-party data cooperatives.



The market now comprises a mix of pure-play platforms, marketing cloud providers, agency holding companies and credit reporting bureaus, with identity resolution capabilities increasingly integrated into broader marketing technology suites.

The identity resolution market has evolved from pure-play platforms to become increasingly integrated into larger marketing technology suites, with vendors focusing on privacy-compliant solutions such as data clean rooms and first-party data cooperatives. Many CDPs have added identity resolution capabilities, either through acquisitions or partnerships, reflecting the technology's central role in modern marketing infrastructure.

Identity resolution platform capabilities

Identity resolution platforms support marketing processes related to targeting, measurement and personalization for known and anonymous audiences across digital and offline channels.

All of the identity resolution platform vendors profiled offer the following core features and capabilities:

- Data onboarding (including online/offline matching).
- Proprietary identity graph.
- Client ownership of first-party data.
- Persistent individual and/or household ID.
- Integration with universal ID systems created as a response to the growing cookie scarcity.
- Compliance with data privacy regulations.
- APIs for third-party system integration.
- Pre-built connections to martech/ad tech platforms.

Vendors are differentiating their platforms with advanced features, sometimes requiring additional investment. These include — but are not limited to — the following:

- Match confidence scoring.
- Data clean rooms.
- Private (first-party) and/or second-party cooperative identity graphs.
- Marketing activation and attribution.
- Artificial intelligence and machine learning features to augment the above functions.

The following section examines these features and capabilities in more detail, as well as the key considerations involved in choosing an identity resolution platform.

Data onboarding

Data onboarding is the first step in the identity resolution process. Client data is typically onboarded via secure file transfer protocol (SFTP), although several vendors also provide direct API transfer or pixel syncs.

Data is processed with the goal of establishing a universal view of the customer and includes the following:

- Matching individual identifiers in the identity graph (see below) to associate the customer with their interactions across touchpoints, particularly online to offline.
- Suppressing unresolved IDs and interaction data for potential future use.
- Hashing or tokenizing personally identifiable information (PII) with an anonymized customer ID.
- Linking matched IDs to a universal ID representing the customer profile and its associated attributes.
- Validating the accuracy of matches to a pre-established “truth set” of referential data known to be precise and accurate.

Data onboarding is the first step in the identity resolution process. Client data is typically onboarded via secure file transfer protocol (SFTP), although several vendors also provide direct API transfer or pixel syncs.

Virtually all vendors profiled here provide persistent customer IDs during the identity resolution process. This means the ID follows the individual (or household) even as identifiers change, which they inevitably do. For example, when browser cookies expire or are deleted or customers buy and use new devices, the customer ID will remain the same.

Persistence is also critical to enabling temporal analytics, such as churn analytics. (See also Table 1.)

Deterministic versus probabilistic matching and the role of AI and ML

Matching algorithms differ among vendors, with matches established via probabilistic or deterministic methods, a combination of both or a configuration that also relies on artificial intelligence and machine learning. Deterministic matching relies on explicit links between identifiers, such as an email address used to sign in to a website or mobile app, which can be associated with the resulting cookie or mobile ad ID (MAID). Probabilistic matching relies on implicit links between identifiers, such as a desktop cookie and MAID both associated with a residential IP address. The goal is to consider multiple signals like location and browsing history in the absence of direct matches.

Each approach has its pros and cons, which should be considered when choosing an identity resolution platform. Deterministic matching takes an omnichannel view that attempts to connect identifiers across digital and offline interactions. It can be difficult to scale, so a more conservative approach is used to ensure data integrity. Probabilistic matching can “weed out” inaccurate data by looking at various data points versus binary matches. Its drawback is that it is limited to online touchpoints.

Some vendors use hybrid identity resolution approaches, which try to compensate for deterministic and probabilistic weaknesses while capitalizing on their advantages. They use deterministic and probabilistic linkages and then merge the two linkage sets to form new, combined clusters. Artificial intelligence and machine learning are also being employed here to improve the accuracy of matching and enhance data sets.

Many vendors provide their overall match rates to potential clients. A few vendors go further and provide customizable match algorithms or confidence scores (how likely the matches are accurate) using their first-party customer data and data quality profiles. For example, a pure online organization may rarely use postal addresses and will likely have lower-quality address data than an organization that relies on fulfillment to a physical shipping address. Addressability is another factor that can help marketers measure their match accuracy by assessing the number of consumers who can be contacted.

Identity graph

Every identity resolution vendor profiled maintains a proprietary identity graph or database, housing all known identifiers that correlate with individual consumers. There is no standard model for an identity graph. Each vendor differs in the types of foundational PII used, the matching methods employed and the non-PII integrated to enrich the individual profiles.

Individual identifiers include email addresses, physical addresses, landline and mobile phone numbers, mobile ad and device IDs, account usernames and loyalty numbers. The identity graph collects these and links them to customer profiles.

Identity graphs may also incorporate demographic, behavioral, financial, lifestyle, purchase and other data compiled or licensed from third-party sources, such as online news sites, purchase transactions, surveys, email service providers (ESPs), motor vehicle records, voter registration

Matching algorithms differ among vendors, with matches established via probabilistic or deterministic methods, a combination of both or a configuration that also relies on artificial intelligence and machine learning.

and other public records. Having all of this customer data in one place lets marketers more accurately measure campaign reach and analyze how different ads and marketing tactics perform across channels.

In response to the dwindling availability of third-party cookie data and the increasing use of consumer privacy tools, such as advertising and location-blocking apps, several identity resolution platform vendors offer identity graphs built on first-party or second-party data sets. First-party identity graphs house and match known customer data. Second-party identity graphs use cooperative data-sharing agreements between multiple brands or publishers to create common, anonymized identity assets. Participating organizations can build, plan, activate, and measure custom audience pools to either target or suppress customers across addressable media.

Integration with universal ID systems

Many industry players are adopting universal ID systems designed to be privacy-compliant while working across multiple environments. In general, these solutions involve gaining user consent and then using encrypted and hashed data to create universal IDs for each individual, though each system takes a unique approach.

This universal ID can be used by all participating parties — publishers, advertisers, and technology companies — to target ads and gather data about customers.

The Trade Desk's open-source framework, called Unified ID 2.0, is one of the leading solutions. Alternatives include LiveRamp's RampID, ID5's Universal ID and Lotame's Panorama ID. Amazon's AWS offers "Entity Resolution," which links these various systems and other identifiers to facilitate data movement. (Some of the vendors profiled partner with AWS.)

Identity resolution providers may incorporate one or more of these universal IDs into their systems, enabling easier activation of the unified profile data.

Data privacy and compliance

In addition to the European Union's GDPR, several U.S. states — most notably California — have enacted their own privacy regulations to protect their residents, and additional legislation is likely on the horizon.

Marketers in the highly regulated healthcare market must also follow the Health Insurance Portability and Accountability Act (HIPAA) and Health Information Technology for Economic and Clinical Health Act (HITECH) regulations. In addition, all organizations that accept, process, store or transmit credit card information must meet Payment Card Industry Data Security Standards (PCI DSS).

Data clean rooms

Identity resolution platform vendors are rolling out data clean rooms for data analysis, modeling and segmentation. The vendor provides a secure environment where partners and clients may share data in a one-to-one or one-to-many format. Depending on the solution, type of encryption and data permissions, the data itself may or may not move between parties. The goal is to facilitate the highest level of privacy and security when sharing data.

In response to the dwindling availability of third-party cookie data and the increasing use of consumer privacy tools, such as advertising and location-blocking apps, several identity resolution platform vendors offer identity graphs built on first-party or second-party data sets.

Third-party software integration

The ultimate goal for identity resolution is supporting and enabling data activation that can segment audiences. This makes it possible to run highly personalized campaigns through various martech (CRMs, DMPs, marketing automation platforms, ESPs, etc.) and adtech (DSPs, SSPs, ad exchanges, etc.) tools and platforms. Identity resolution platforms should be able to streamline integration with the client's martech and adtech ecosystems by providing pre-built (or native) connections and an extensive set of APIs for custom integrations. Access to these APIs may or may not be included in base pricing.

The ultimate goal for identity resolution is supporting and enabling data activation that can segment audiences.

Activation and attribution

Some identity resolution vendors offer tools for attribution. These help determine which marketing campaigns, channels, and creatives are delivering desired results, allowing marketers to iterate their media plans with the most effective elements.

Table 1: Data onboarding capabilities of a selection of identity resolution vendors

	Display Advertising	SEO and SEM	Mobile Apps	Owned Website	OTT	Offline purchase data	Linear TV ads	Online form submissions	Chat sessions	Phone calls	Email interactions
Acxiom	N	N	N	N	NP	N	P	N	N	N	N
Adstra	NP	X	P	N	NP	P	P	X	X	X	N
Amperity	N	N	N	N	N	N	P	N	P	P	P
dentsu	P	P	P	N	P	N	P	N	N	N	N
Dun & Bradstreet	N	N	P	N	P	N	P	N	N	N	N
Experian	N	X	N	N	N	NP	P	P	X	X	X
FullContact	P	P	NP	N	P	NP	P	NP	P	P	NP
Intent IQ	NP	X	N	N	X	X	X	X	X	X	P
LiveRamp	N	N	N	N	N	N	N	N	P	N	N
Stirista	N	P	P	NP	N	P	X	N	P	N	N
TransUnion	N	N	N	N	P	N	P	N	N	N	N
Verisk Marketing Solutions	X	X	P	P	P	P	X	P	X	P	P

Legend: **X** = not available, **N** = available natively, **P** = available through a partnership or integration
 Source: Identity Resolution Platforms: A Marketer's Guide, a MarTech Intelligence Report

Choosing an identity resolution platform

The benefits of using identity resolution platforms

Connecting consumer identifiers is essential for enterprise marketers trying to meet or exceed customer expectations for a personalized brand experience. Automating the process with an identity resolution platform can provide the following benefits:

- **Deeper customer insights.** Piecing together data signals from multiple data sources and interactions lets marketers build more robust customer profiles. Knowing the customer at a more granular level can help drive rich customer insights that enhance campaign targeting, personalization and relevance.

- **Accurate personalization.** Better personalization is the primary use case for many identity resolution platforms. If you can't identify your customer, you can't personalize your messages or experiences. The growth of generative AI — which simplifies and speeds the creation of personalized content — makes this even more important.
- **More seamless customer experiences.** Automated identity resolution allows marketing organizations to create a unified view of customers. This view can be communicated and deployed across brands, business units, and product lines. Correctly identifying customers reduces waste by eliminating duplicate contacts and enhances their experiences by creating interactions in the right channel at the right time.
- **Stronger privacy governance, risk, and compliance.** Effective identity resolution supports data governance and, ultimately, consumer trust in your brand. An identity resolution platform makes customer preference management (including opting out) and enforcing regulatory and corporate policy compliance more straightforward and comprehensive.
- **Enhanced cross-channel attribution and campaign tracking.** Persistent IDs that identify known and anonymous customers across channels provide more accurate, closed-loop measurement and multi-touch attribution.
- **Increased marketing ROI.** Identity graphs reduce data overlap and duplication, resulting in more efficient spending on campaigns that work. Conversely, not knowing who your customers are leads to misidentifying them and engaging in ways they may perceive to be intrusive or irrelevant.

Identity resolution platform pricing

Licensing an enterprise identity resolution platform can be a significant investment, particularly for large brands with omnichannel marketing strategies. Pricing is typically based on the volume of data records or customer profiles managed by the vendor. However, several vendors also charge by the number of matches or API calls.

Platforms are licensed on a software-as-a-service (SaaS) basis, i.e., the vendor makes the software available online and is responsible for all maintenance and system administration.

Most of the enterprise identity resolution vendors require an annual contract. A few offer free trials of the platforms or proofs of concept, which are more limited tests of the platform's potential benefit to the brand's data set. There may also be fees for onboarding, custom integrations and training.

Licensing an enterprise identity resolution platform can be a significant investment, particularly for large brands with omnichannel marketing strategies.

Recommended steps to making an informed purchase

Step one: Do you need an identity resolution platform?

Deciding whether your company needs an identity resolution platform calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support and financial resources. Use the following questions to help you determine the answers.

- Does our customer data reside in disconnected silos throughout the organization?** Organizational silos between departments such as sales, marketing, procurement or customer support increase the risk that your customer's experience with the brand is not as targeted or consistent as it should be. An identity resolution platform may help connect these disparate systems to provide a more insightful view of customers.
- Do we have customer knowledge gaps that could be filled with trusted second- and third-party data?** First-party data is the foundation of your brand's relationship with customers and is critical with third-party data sources like cookies and mobile IDs being phased out by Google and Apple. Identity graphs can be a valuable source of demographic, location, financial and other anonymized data that can fill gaps in customer insights. As data collection and matching techniques improve, along with access to cooperative data sources, creating a 360-degree view of customers through identity resolution platforms may make sense.
- Are we in compliance with CCPA, GDPR and other data privacy regulations?** Consumer data breaches and evidence of misuse continue to make news headlines. As a result, data privacy regulations are on the upswing. Are your organization's data governance practices in compliance with the EU's GDPR or the CCPA? Data-driven marketing is a competitive edge in today's crowded media marketplaces, but can also escalate the risk of damaging your brand and incurring legal consequences. An identity resolution platform can ensure compliance with the growing list of regulations and create greater customer trust.
- Can we successfully integrate our existing customer data systems with an identity resolution platform?** Marketers rely on martech stacks of ever-increasing complexity to collect, analyze, and execute customer-centric marketing strategies. Can your various martech and ad tech systems "talk" to each other? Perhaps your organization can benefit from an identity resolution platform incorporating identifiers and profiles between and within these systems for consistency and accuracy.
- Does our C-suite support identity resolution initiatives?** A Forrester study found that most C-level executives overrate their marketing organization's customer identity accuracy and persistence. A lack of executive buy-in can lead to inadequate budgeting, campaign measurement and performance, and disjointed customer experiences. Therefore, it is critical to secure C-suite support for identity resolution initiatives across the organization.
- How would we use identity resolution?** There are multiple marketing use cases for identity resolution, from complying with data privacy regulations to developing more accurate lookalike audiences to improved marketing segmentation and targeting. Identifying the specific use cases that would most benefit your organization is essential to establishing and prioritizing the capabilities you'll need in an identity resolution platform.

First-party data is the foundation of your brand's relationship with customers and is critical with third-party data sources like cookies and mobile IDs being phased out by Google and Apple.

- **How will we define success?** Which KPIs do we want to measure and what decisions will we make based on the data? As with any technology investment, it is critical to measure the impact of the identity resolution platform on your marketing ROI. Resolving customer identities should create new cross-sell and upsell opportunities because your marketing team will know more about your customers. Although KPIs will vary by organization or industry, you should be able to measure incremental lift in metrics such as average order value, average revenue per user, basket size, response rates or customer engagement.
- **What is the total cost of ownership?** Most enterprise identity resolution platforms use on-demand pricing, meaning customers pay a monthly subscription price that will vary by usage. Pricing is typically based on the number of data records or customer profiles under management or the number of matches or API calls. Some also have add-on customer support options.

Step two: Identify and contact appropriate vendors

Once you have determined an identity resolution platform makes sense for your business, research vendors and their capabilities by doing the following:

- Create and prioritize a list of identity resolution use cases, from essential to unnecessary.
- Base your research on this list. Many of the vendors in this report also provide blogs, e-books and interactive tools that can help.
- List the vendors who meet your criteria. Contact them and set a deadline for replies.
- Decide whether or not you need to engage in a formal RFI/RFP process. This is an individual preference; however, be sure to give the same criteria to each vendor to facilitate comparison.

The most effective RFPs only request relevant data and provide ample information about your brand and its identity resolution needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your efforts. Include details about timelines and the platforms in your existing martech stack.

When written correctly, an RFP will facilitate the sales process and ensure that everyone involved on both sides comes to a shared understanding of the purpose, requirements, scope and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four platforms that you'll want to demo.

Step three: Scheduling the demo

Set up demos within a relatively short time frame to help ensure comparisons are relevant. Make sure that all potential internal users are on the demo call and pay attention to the following:

- How easy is the platform to use?
- Does the vendor seem to understand our business and marketing needs?
- Are they showing us our "must-have" features?

The questions to ask each vendor on the following topics include:

Data onboarding and privacy

- Does the platform support first-party data onboarding?
- Can we incorporate any of our private customer IDs into the platform?
- Do you use probabilistic, deterministic or a hybrid approach to matching?
- How do you validate the accuracy of your deterministic matches?
- What match rate can we expect, given our vertical market and database size?
- How do you comply with privacy regulations and consumer choice?

The most effective RFPs only request relevant data and provide ample information about your brand and its identity resolution needs.

Identity graph

- Do you own or license your referential identity data?
- What are your identity data sources?
- How do you validate the quality of your identity graph?
- How much of your data is addressable?
- How is your identity graph linked to offline PII?
- Do your identity capabilities apply to non-U.S. markets?
- Do you integrate with any universal ID systems?

Martech and adtech integration

- How does the platform integrate with martech platforms (i.e., CRMs, DSPs, CDPs)?
- Does the platform feature any built-in data activation capabilities (i.e., personalized email or ad campaign execution)?
- Do you have APIs available for data import/export?
- What reporting do you provide that will document the ROI from our identity efforts?

Customer support

- What kind of customer support is included? Can we pick up the phone to report problems?
- Will we have a dedicated account manager and technical support?
- Do you offer a proof-of-concept to measure potential performance and scale?
- Do you provide a self-service option in which we can manage identity data?
- What kind of professional services are available? And how much do they cost?
- How does the company handle requests for product modifications?
- What new features are you considering?
- What's the long-term roadmap and launch dates?

Step four: Check references, negotiate a contract 

Speak with several customer references, preferably in your company's vertical market. The vendor should be able to supply you with several references if you cannot find them yourself. Use this opportunity to ask any additional questions and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is a primary user of the platform.

Consider also asking these basic questions:

- Why did you move to an enterprise identity resolution platform?
- Why did you select this platform over others?
- Has this platform lived up to your expectations?
- How long did the software take to implement?
- Who was involved in the implementation?
- Are you also using additional tools for authentication or analytics?
- Were there any surprises that you wish you'd known about beforehand?
- Where have you seen the most success? The biggest challenges?
- How are you measuring success?
- Has the overall implementation provided positive ROI, including all costs (i.e., license, man-hours, etc.)?
- What is the most useful, actionable (favorite) report the platform generates?
- How easy was the set-up process and how long? Did the vendor help?
- How responsive is customer service?
- Has there been any downtime?
- What do you wish they did differently?
- Why would you recommend this platform?

“
Speak with several customer references, preferably in your company's vertical market.

Although not all vendors require an annual contract, many do. Be sure to get a written list from the vendor specifying what technology and support are covered in the contract. Ask about what kinds of additional fees might come up:

- Are there charges for custom integrations or API access? If so, how much?
- What is the hourly charge for engineering services, and is there a minimum?
- What partner organizations are available to install and integrate the platform?
- If we need to train a new hire mid-year, what will that cost?
- What performance levels do you guarantee (response time, availability, problem resolution, accuracy, etc.) and what happens if you don't meet them?
- What is the "out" clause?

Obtaining the answers to these types of questions upfront — and having them in writing — will ensure fewer surprises or additional costs down the road.

Conclusion

Identity resolution is an essential tool for brand marketers seeking to confidently understand who their customers are, what channels they use and how they want their data protected. Consumers are better informed than ever, and brands must deliver the most relevant, personalized and impactful customer experiences possible.

As the linchpin to a customer-centric strategy, identity resolution allows marketers to more accurately target and personalize brand messages, creating more profitable customer journeys. By automating the process with an identity resolution platform, your organization can do more than simply update and rationalize customer profiles. You will gain a crucial understanding of marketing measurement and performance that can sit at the heart of your organization's one-to-one relationship efforts. Additionally, with identity resolution, you can ensure you have a firm data foundation upon which to build generative AI-fueled content personalization programs.

The enterprise identity resolution platform market is crowded with pure-play platforms, marketing cloud companies, agency holding companies and credit reporting bureaus. To determine the best fit for your organization, it is essential to understand your business needs, staff capabilities, management support and financial resources. From there, you can make an informed decision that will provide long-term benefits to your customers and your entire organization. ■

Identity resolution is an essential tool for brand marketers seeking to confidently understand who their customers are, what channels they use and how they want their data protected.

VENDOR PROFILES

ACXIOM **Target customer**

- B2B enterprises in the automotive, financial services, insurance, healthcare, communications, consumer packaged goods, retail, entertainment and travel industries.

Acxiom

301 E. Dave Ward Rd.
 Conway, AR 72032
 T: (501) 342-1000
acxiom.com

Product profiled

Acxiom Identity Solutions

Key customers

ATT
 CITI
 Heathrow Airport
 Mutual of Omaha
 Office Depot
 Target Corporation

Key executives

Jarrold Martin,
 Chief Executive Officer
 Courtney Keating,
 Chief Marketing Officer
 Tate Olinghouse,
 Chief Revenue Officer
 Jordan Abbott,
 Chief Data Ethics Officer

Company overview

- Founded in 1969.
- Employs 2,600 people.
- Acquired by Interpublic Group (IPG) for \$2.3 billion in October 2018.
- Acxiom is a global leader in customer intelligence, specializing in AI-enabled, data-driven marketing solutions. As part of IPG, Acxiom focuses on boosting customer acquisition and retention for major brands and agencies through AI-powered data and identity solutions.
- The company operates in the US, UK, Germany, China, Poland and Mexico.

Product overview

- Acxiom Identity Solutions provides a comprehensive suite of capabilities that integrate martech and adtech ecosystems. This includes first-party identity graphs, a third-party referential graph, and a universal first-party tag. The platform supports cloud-enabled identity resolution, data hygiene and suppression services, offering scalability and global reach.

Use cases

- **Audience design and activation:** Real ID enhances first-party data for precise audience building, improving online and offline campaign performance.
- **Cloud data optimization:** Real ID seamlessly connects data in cloud environments like Adobe, Snowflake, Salesforce, or Databricks without data movement.
- **CDP investment optimization:** Real ID reduces CDP storage costs by removing duplicative data and expanding customer profiles with additional digital data.
- **Cross-enterprise data connection:** Real ID builds a holistic customer view by connecting siloed data across enterprises, especially post-merger or acquisition.
- **Identity keyring management:** Real ID manages various identifiers, translating them seamlessly and supporting partner collaboration for co-marketing campaigns.

Artificial intelligence and machine learning

- AI and machine learning enhance the efficiency of data sourcing and validation processes.
- Algorithms support advanced decision-making capabilities, improving data quality.
- Machine learning assists in code development and business rule analysis.
- AI-driven processes accelerate data management, ensuring high-quality outputs.
- Domain expertise guides AI applications, optimizing identity resolution strategies.

VENDOR PROFILES

ACXIOM

Acxiom
301 E. Dave Ward Rd.
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T: (501) 342-1000
[acxiom.com](https://www.acxiom.com)

Data onboarding

- Offers multiple batch upload options and transactional API capabilities.
- Features customizable match algorithms with configurations for brand and geographic needs.
- Provides a persistent customer ID with customized confidence scoring.
- Match rates are adaptable to inputs and brand requirements.

Identity resolution methodology

- Utilizes both deterministic and probabilistic matching methods.
- Maintains a third-party referential graph to enhance brand-first party graphs.
- Integrates various signals from PII-based data to transactional data for identity creation.
- Supports independent use for digital activation and customer knowledge improvement.

Data management

- Real ID supports offline and online matching with configurable recognition rules.
- Utilizes a proprietary referential graph for cloud-native identity resolution.
- Solutions are agnostic, allowing integration with partner identifiers.
- Provides comprehensive strategies for data cleansing and normalization.

Analytics and reporting

- Acxiom Professional Services deliver decision intelligence for optimal customer experiences.
- Offers next-best-offer recommendations across industries.
- Focuses on measurable ROI and informed marketing actions.

Third-party integrations

- Acxiom solutions are interoperable, integrating easily into existing marketing tech stacks.
- Enhances customer intelligence and engagement with hyper-personalized experiences.
- Ensures privacy and security across multiple channels.
- Supports out-of-the-box connections and APIs for seamless integration.

Pricing and support

- Requires an annual contract commitment.
- Offers a free trial or pre-purchase testing options.
- Pricing is based on records under management with transactional pricing influences. Annual spend ranges from thousands to millions.
- 24/7 customer support is available, with additional professional services like strategic consulting and analytics offered as add-ons.

VENDOR PROFILES



Adstra

750 College Rd East
Suite 201
Princeton, NJ 08540
T: (609) 580-2800
Adstradata.com

Product profiled

Conexa

Key customers

Cox Automotive
IQVIA
Warner Media
Yahoo (fka Verizon Media)
Good Rx

Key executives

Rick Erwin,
Chief Executive Officer

Andy Johnson,
Chief Data Officer

Jonathan Kelleher,
Chief Financial Officer

Lance Brothers,
Chief Revenue Officer

Target customer

- Enterprise brands and their partners (agencies, platforms, publishers) across retail, financial services, auto, travel and entertainment, nonprofit, publishing/media and connected TV sectors.

Company overview

- Founded in 1978.
- 200 employees.
- The company rebranded to Adstra in 2020 from ALC. In 2018, ALC acquired Qualia and was acquired by CIP Capital.
- Adstra is a provider of marketing identity and data solutions focused on improving marketing performance.
- The company is headquartered in Princeton, NJ.

Product overview

- Conexa is an Enterprise Identity Platform that provides composable identity solutions adaptable to modern brands' needs. The platform can be deployed as either an installed solution behind a client's firewall or within leading cloud data environments, eliminating the need for external data movement. It offers both targeted, modular components to enhance existing infrastructure and comprehensive identity solutions that integrate seamlessly with current data ecosystems. The platform connects brands with authenticated audiences while bridging gaps between PII and anonymized data across all media channels.

Use cases

- **Data unification:** Integrates known and anonymous data across the enterprise to create a single customer view, enhancing collected information with additional data and providing persistent customer views across brand silos.
- **Identity resolution:** Recognizes existing and prospective customers at brand touch points, even in non-registered states, with configurable identity linking for specific business outcomes.
- **Analytics and targeting:** Connects disparate collected and appended data for insights, audience creation, and analytics-related products.
- **Omnichannel management:** Supports transition from in-store to online sales through digital identity solutions, enabling digital communication with offline customers.
- **Identity matching and media activation:** Increases relevant campaign reach by improving accurate match rates.
- **Campaign measurement:** Supports marketing attribution with impression data and ID mapping for digital campaigns, CTV/OTT, demographics, and CRM.
- **Customer experience management:** Enables consistent cross-media identity resolution for improved customer experiences and data-driven advertising.

Artificial intelligence and machine learning

- The platform uses AI and machine learning for Identity graph construction, gathering data from match partner networks, direct integrations, and data aggregators.
- Multiple machine learning prediction algorithms are employed to extract usable information from collected data.

VENDOR PROFILES



Adstra

750 College Rd East
Suite 201
Princeton, NJ 08540
T: (800) 252-5478
Adstradata.com

- AI enables utilization of previously neglected data elements.
- Algorithms continuously evolve and adjust to changes in data sources.

Data onboarding

- Direct integration with multiple media platforms is supported.
- Tracking tag technology is certified on over 75 media activation platforms across traditional display, mobile, and target TV applications.
- Platform enables direct work with activation platforms, minimizing additional onboarding service requirements.
- Persistent ID provides access to direct integrations and audience data pushing capabilities.
- Supports pushing audience data to any activation partner or onboarder using required identity keys.

Identity resolution methodology

- Maintains a proprietary identity graph built on terrestrial data signals and sources.
- Provides full coverage of marketable US consumers and households tied to names, addresses, phone numbers, and email addresses.
- Leverages public and proprietary data sources with proprietary deterministic matching algorithms.
- Connects device identifiers including IPv4, IPv6, MAIDs, Universal IDs, HEMs, and CTV IDs to individuals and households.
- Uses both deterministic and machine learning-driven probabilistic algorithms for device associations.

Data management

- Features an integrated data hygiene and processing layer for standardization and harmonization.

- Implements CASS and NCOA processing for postal address standardization.
- Processes against DMA pander file/Do not solicit and Deceased File.
- Employs proprietary data hygiene algorithms to filter bot traffic.
- Integrates signal saturation rules into match quality scores.

Analytics and reporting

- Provides standard reporting to customers.
- Integrates with customer analytics tools and technologies.

Third-party integrations

- Offers proprietary real-time sync platform using Pixel or JavaScript tags.
- Supports batch processes for matching digital identifiers.
- Provides pre-built connections via API or direct integration with over 75 activation channels.
- Maintains proprietary pixel tag/domain for audience profiling and data collection.
- Available in AWS, Google, Snowflake, and Azure marketplaces.

Pricing and support

- Annual contracts are typical but not required.
- Free trial or discounted periods are available for proof-of-concept execution.
- Monthly subscription pricing structure varies based on overall business scale and service modules included.
- Initial implementation and setup included with monthly subscription fee.
- Support includes platform-as-a-service options within customer environments, API access, or traditional data processing services.

VENDOR PROFILES



Amperity

701 5th Ave, Floor 26

Seattle, WA 98107

T: (206) 432-8302

amperity.com

Product profiled

Amperity Identity Resolution

Key customers

SPARC Group

Wyndham Hotels and Resorts

Brooks Running

Alaska Airlines

Boeing Employees Credit Union

First Hawaiian Bank

Key executives

Tony Alika Owens, Chief Executive Officer

Derek Slager, Chief Technology Officer and Co-Founder

Amy Pelly, Chief Financial Officer

Rob Ferguson, Chief Revenue Officer

Target customer

- Enterprise consumer brands in travel and hospitality, retail, sports teams and leagues, QSR, financial services, CPG, media and automotive verticals.

Company overview

- Founded in 2016.
- 300 employees.
- Secured Series D funding of \$100 million in 2021, bringing total funding to \$187 million. Acquired Custora in November 2019.
- Amperity turns customer data into customer clarity using AI to build and activate customer profiles in clients' data lakehouses.

Product overview

- Amperity provides AI-powered identity resolution and management that enables brands to know every customer as an individual across all interactions. The platform uses patented AI trained on billions of records to resolve customer identifiers, even when data contains inconsistencies accurately. The system eliminates the need for manual rule writing and allows for continuous incorporation of new identity data, resulting in rich, accurate individual identity and household graphs that remain stable even as customer interactions evolve across channels and personal information changes.

Use cases

- **Customer identification:** Creating comprehensive individual customer profiles by resolving identities across all brand interactions and touchpoints.
- **Anonymous customer resolution:** Converting unknown customers into known profiles by connecting data across transactions, digital interactions, and historical datasets.
- **Loyalty program optimization:** Deduplicating loyalty databases and creating unified views of loyalty member activities across channels.
- **Marketing attribution:** Enabling correct attribution of marketing spend by connecting previously anonymous purchases to customer profiles.
- **Cross-channel personalization:** Building consistent customer views across teams, systems, and channels to enable personalized experiences.

Artificial intelligence and machine learning

- Employs multi-patented AI to automatically resolve identities on a daily basis.
- Utilizes machine learning to find and correct matches that other approaches routinely miss.
- Processes billions of records to accurately resolve customer identifiers.
- Applies AI to clean and standardize data riddled with inconsistencies.
- Enables continuous learning and adaptation as new identity data is incorporated.

Data onboarding

- Supports continuous ingestion of massive amounts of identity data from any source.
- Processes daily transactions, digital interactions, and full historical datasets.
- Enables flexible data ingestion without requiring fixed schema.
- Incorporates new identity data sources at any time.
- Provides direct integrations for data standardization and hygiene.

VENDOR PROFILES



Amperity
 701 5th Ave, Floor 26
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amperity.com

Identity resolution methodology

- Uses patented AI algorithms to resolve customer identities across all records.
- Performs daily identity resolution to maintain current and accurate profiles.
- Creates universal and stable identifiers that span all systems and channels.
- Connects anonymous-to-known customer profiles through industry best practices.
- Maintains stability of identifiers even as customer information changes.
- Enables flexible threshold setting and manual override capabilities for identity management.

Data management

- Creates rich first-party identity and household graphs using industry best practices.
- Provides direct integrations for data standardization and hygiene.
- Enables anonymous-to-known linking of customer profiles.
- Offers flexibility to set thresholds, break apart records, or connect records as needed.
- Maintains transparent visibility into all identity connections and matching decisions.

Analytics and reporting

- Provides transparent user interface for viewing and understanding identity connections.
- Enables exploration of why and how identity matches are made.
- Offers visibility into identity graph relationships and connections.

- Supports analysis of customer interactions across all touchpoints.
- Facilitates measurement of identity resolution impact on customer base understanding.

Third-party integrations

- Integrates with various data sources including transactions, digital interactions, and historical datasets.
- Connects with loyalty programs and WiFi login systems.
- Supports integration of third-party identity data.
- Enables seamless connection to marketing and technology tools.
- Provides universal customer identifiers that work across all business systems.

Pricing and support

- Requires annual contract commitment.
- Offers free trial and pre-purchase testing options.
- Provides subscription and consumption-based pricing with licenses starting at \$100,000 annually for software.
- Scales pricing based on data volumes with transparent costs for additional customer profiles and records.
- Includes dedicated technical solutions experts, project managers, and strategy consultants.
- Creates success roadmaps and configures the platform to meet client goals.

VENDOR PROFILES



dentsu

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mercury.dentsu.com

Product profiled

Merkury

Key customers

SoFi
Citizens Bank
AARP
American Heart Association

Key executives

Shirli Zelcer, Chief Data and
Technology Officer
Matt Seeley, EVP Global Data
and Identity Services
Gerry Bavaro, Chief Strategy
Officer, Merkury

Target customer

- Enterprise B2C and B2B clients spanning all major industries, seeking comprehensive identity resolution solutions.

Company overview

- Founded in 1901.
- 71,000 employees.
- Merkury is dentsu's global identity and data platform, providing integrated growth and transformation solutions. Dentsu combines the talents of its global network to develop impactful and integrated growth solutions for clients.

Product overview

- Merkury is an enterprise identity solution that enables the growth and ownership of first-party identity and data. It helps clients build, manage, and control their own private ID graph. The platform includes components such as Merkury Identity for customer identity resolution, Merkury Data for third-party offline data, and Merkury Connections for media and tech platform integration. Additionally, Merkury Clean Room provides a privacy-safe environment for data and analytics.

Use cases

- **Enterprise identity resolution:** Enable person-based identity resolution and ownership of private ID graphs.
- **Data hygiene and enhancement:** Improve first-party data hygiene and enhance consumer data for audience insights and analytics.
- **Real-time website identity:** Recognize anonymous traffic and deliver personalized experiences and retargeting.
- **Audience targeting and measurement:** Target and measure audiences in media with person-based precision.
- **Tech and data management:** Support brands' tech and data management, analytics, CRM, and media goals.

Artificial intelligence and machine learning

- Merkury leverages AI and ML for complex processing of identity and data attributes, enhancing data quality and consistency.
- Advanced algorithms like XGBoost and HDBSCAN are used to minimize errors and risks.
- AI and ML provide predictive and prescriptive features for ID graph calibration.
- The 30-step digital identity resolution waterfall uses AI to determine confidence levels of matches.
- AI learns from data and feedback, continuously improving performance.

Data onboarding

- Merkury's zero-copy, zero-share IDR service provides full PII identity resolution within a client's owned Snowflake environment.
- Supports matching on email address, phone number, IP address, and device IDs natively in Snowflake.

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dentsu
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merkury.dentsu.com

- Enables use of Merkury ID as an identity currency for activation in various AdTech and MarTech connections.
- Allows integration into a client's CDP and MarTech infrastructure as a source of truth.
- Ensures privacy by not exposing PII outside of owned cloud networks.

Identity resolution methodology

- Combines deterministic and probabilistic matching techniques to create comprehensive individual identities through the Merkury ID system.
- Applies deterministic matching to connect traditional identifiers including name, address, email, phone number, IP address, and device IDs for both batch and real-time processing.
- Performs name and address hygiene, standardization, and correction procedures before executing matching processes.
- Processes browser signals in under 200 milliseconds through API or JavaScript implementation.
- Executes a 30+-step identity waterfall that prioritizes signals based on person-level accuracy, incorporating both deterministic and probabilistic methodologies.

Data management

- Cleanses, standardizes, corrects, and enriches both online and offline data.
- Provides name parsing, standardization, and address hygiene.
- Certified for CASS, DPV, DSF2, LACSLink, SuiteLink, and SERP processing.
- Offers suppression flagging to exclude records from marketing campaigns.

- Enhances data quality with geocoding and address move processing.

Analytics and reporting

- Establishes a persistent Merkury ID for analytics and reporting.
- Provides audience profile reports using over 10,000 consumer data attributes.
- Supports cross-channel MTA and closed-loop measurement reports.
- Offers TV exposure vs audience reach reports.
- Enables comprehensive analytics through user interfaces and clean rooms.

Third-party integrations

- Supports hundreds of integrations with adtech and martech platforms.
- Integrates with data management environments like Snowflake, Azure, and AWS.
- The Merkury Tag supports real-time personalization and CRM decisions.
- Offers customizable integrations with ESPs and CDPs.
- Facilitates seamless data flow across multiple platforms.

Pricing and support

- No annual contract required.
- Offers a free trial for pre-purchase testing.
- Flexible, modular pricing approach based on selected components and use cases.
- Average annual fees range from \$150,000 to \$4 million.
- Includes support team for identity resolution platform, operating during standard business hours.

VENDOR PROFILES



Dun & Bradstreet
 5335 Gateway Parkway
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dnb.com

Product profiled

D&B Connect

Key customers

Amazon
 Dell
 FedEx
 IBM
 Walmart
 Wells Fargo and Company

Key executives

Anthony Jabbour,
 Chief Executive Officer
 Bryan Hipsher,
 Chief Financial Officer
 Gary Kotovets,
 Chief Data and Analytics
 Officer
 Mike Manos,
 Chief Technology Officer

Target customer

- The platform is designed for enterprise, mid-market and small businesses seeking to improve data quality, manage identity resolution at scale and integrate enriched data into their systems for better decision-making.

Company overview

- Founded in 1841.
- 6,000 employees.
- In March of 2025, Dun & Bradstreet entered into a definitive agreement to be acquired by Clearlake Capital Group.
- Dun & Bradstreet enables clients to accelerate growth, control costs and manage risk through reliable data and insights. The company supports nearly 90% of the Fortune 500 and maintains business records for over 600 million organizations globally.
- Offices are located globally.

Product overview

- D&B Connect is a self-service identity resolution platform that leverages the Dun & Bradstreet Data Cloud to manage, benchmark, enrich, and monitor client data. The platform enables organizations to integrate their first-party data with proprietary identifiers like D-U-N-S Numbers through AI-powered matching. D&B Connect eliminates data silos by creating a unified view of business relationships, improving workflows and enhancing risk management. The solution supports real-time updates and continuous enrichment to ensure data remains current and actionable.

Use cases

- **Discovery:** Connects first-party data to a comprehensive database of over 600 million global businesses to identify gaps and discrepancies for corrective action.
- **Matching:** Uses deterministic and probabilistic approaches, including rules-based and AI/ML-based techniques, to validate and de-duplicate data against the Dun & Bradstreet Data Cloud.
- **Enrichment:** Enhances account and contact records with hundreds of additional data attributes to support downstream use cases.
- **Monitoring:** Enables real-time alerts when priority data changes, ensuring data remains accurate as the Data Cloud updates over 300 million elements daily.

Artificial intelligence and machine learning

- AI and ML are used to automate identity resolution processes, reducing manual intervention and increasing efficiency.
- These technologies support data validation and enrichment as datasets grow, helping maintain accuracy and relevance.
- ML algorithms assist in identifying, clustering and deduplicating records to improve resolution outcomes.
- AI enhances the platform's ability to detect patterns and anomalies within large datasets.
- Continued development in AI/ML is expected to increase the importance of high-quality third-party data as human involvement decreases.

VENDOR PROFILES



Dun & Bradstreet
5335 Gateway Parkway
Jacksonville, FL 32256
dnb.com

Data onboarding

- The platform supports onboarding of various customer data types including client, intent, account, contact, engagement and lead data.
- Onboarded data is matched against the Dun & Bradstreet Data Cloud, which is built from proprietary databases, public sources, news platforms and third-party licensed data.
- After matching, additional attributes are appended to records where coverage exists.
- Continuous enrichment ensures data stays current as updates are made to the Data Cloud.
- The onboarding process includes initial cleansing, matching and enrichment for improved data quality.

Identity resolution methodology

- The platform uses both deterministic and probabilistic matching methods, combining rules-based and AI/ML-based techniques.
- Data stitching signals include firmographics, corporate linkage data, intent and behavioral data.
- Dun & Bradstreet maintains its own proprietary identity graph that links B2B2C data and digital signals.
- The identity graph connects consumer insights with business data to enhance resolution accuracy.
- Methodology supports resolving identities across multiple data silos and channels.

Data management

- D&B Connect supports data cleansing, normalization, and management within the platform.
- The platform leverages the Dun & Bradstreet Data Cloud, which includes over 600 million global companies and contacts.
- It includes 67 million company linkages and 2,500 unique attributes and proprietary analytics. These capabilities help standardize data formats and remove inconsistencies.

- The platform ensures ongoing data quality through continuous updates and enrichment.

Analytics and reporting

- The platform provides analytics on identity resolution job performance, including match and append rates.
- Visualizations display metrics related to data quality and resolution outcomes.
- Notifications can be configured to alert users of key changes or performance thresholds.
- Reports help users evaluate the effectiveness of data onboarding and enrichment processes.
- Metrics support decision-making by highlighting areas for improvement in data management.

Third-party integrations

- Direct connectors are available for leading cloud data warehouses.
- APIs allow for custom integration with internal data pipelines and machine learning frameworks.
- The platform is natively compatible with data science tools such as DataRobot and Databricks.
- Integrates with business intelligence platforms like Tableau and Power BI for visualization and dashboarding.
- Supports integration across a range of martech and adtech systems through native and partner connections.

Pricing and support

- No annual contract is required.
- A free trial or other pre-purchase testing is available.
- Pricing is variable and depends on factors such as data volume, frequency of updates, data source complexity and enrichment needs.
- Consultative services are offered as part of a white-glove onboarding and implementation process. These services can include solution design, data governance, identity resolution criteria setup and connector configuration.

VENDOR PROFILES



Experian
 261 Madison Avenue, 4th floor
 New York, New York, 10016
 T: (877) 902-4849
experian.com/marketing

Product profiled

Experian Marketing Services
 Identity Resolution

Key customers

Walmart
 Procter & Gamble
 The Trade Desk
 Roku
 Disney
 Circana

Key executives

Kim Gilberti, General Manager of EMS
 Chris Feo, Chief Business Officer
 Rachael Donnelly, Chief Marketing Officer
 Budi Tanzi, Vice President of Product Management

Target customer

- Enterprise marketers and agencies, as well as platforms including demand-side platforms, supply-side platforms, publishers and data and measurement providers.

Company overview

- Marketing services at Experian have been available since 1996.
- Employs 300 individuals.
- Acquired Tapad, a digital identity resolution provider, in 2020 to enhance cross-channel identity capabilities.
- Provides data-driven advertising solutions through enhanced connectivity, addressing challenges of signal loss and fragmented media channels with identity resolution technology.
- Maintains offices in New York, New York; Costa Mesa, California; and Schaumburg, Illinois.

Product overview

- Experian Marketing Services combines identity resolution and marketing data to provide a comprehensive view of consumers. The platform is built on two core components: an Offline Graph using deterministic data points for stable household relationships, and a Digital Graph offering multiple digital identifiers rebuilt weekly. They are linked via pseudonymized IDs and can be used in concert with each other.

Use cases

- **Data enhancement:** License identity graphs and resolve additional data to enrich consumer profiles using marketing attributes, audiences and identity resolution products.
- **Inventory optimization:** Enable supply-side partners to resolve demand-side first-party data and enhance audience understanding for improved monetization.
- **Cross-device targeting:** Access comprehensive ID sets to reach consumers across all environments with enhanced segmentation capabilities.
- **Campaign measurement:** Track advertising impact across touchpoints using Outcomes reporting and Activity Feed for holistic media measurement.
- **Data collaboration:** Connect key data points with partners through secure environments for enhanced insights and measurement.

Artificial intelligence and machine learning

- Employs clustering algorithms to determine device connections at the household level.
- Uses machine learning to identify individual device ownership within households based on event data.
- Processes multiple data points including timestamps, IP addresses, user agent and device identifiers.
- Applies rules and thresholds to ensure accurate household identification and remove inactive data.
- Utilizes AI for predictive Marketing Attributes and inference modeling while avoiding

VENDOR PROFILES



Experian
 261 Madison Avenue, 4th floor
 New York, New York, 10016
 T: (877) 902-4849
experian.com/marketing

generative AI.

Data onboarding

- Provides first-party onboarding with data cleansing, modeling, and enrichment capabilities.
- Offers third-party onboarding services for data providers to monetize audiences through programmatic and TV destinations.
- Enables collaborative data onboarding across multiple environments including clean rooms.
- Leverages identity graphs to improve match rates and extend reach.
- Facilitates distribution to activation platforms for immediate use.

Identity resolution methodology

- Maintains two distinct graphs: deterministic Offline Graph and hybrid Digital Graph.
- Processes offline identity data including name, address, phone, and email at household and individual levels.
- Updates Digital Graph weekly with pseudonymized identifiers including hashed emails, MAIDs, and CTV IDs.
- Provides Offline Identity Resolution for consumer profile consolidation and deduplication.
- Captures granular digital event data through Activity Feed for enhanced resolution capabilities.

Data management

- Normalizes and aggregates digital event data for Digital Graph accuracy.
- Verifies and corrects client offline data during ingestion.
- Standardizes names, postal addresses, and email addresses.
- Updates consumer information using proprietary Experian data sources.
- Identifies and updates mover information using USPS NCOALink® integration.

Analytics and reporting

- Offers Insights product for actionable first-party data analysis.
- Provides Audience Engine for customer behavior and demographic exploration.
- Delivers campaign impact measurement through Outcomes reporting suite.
- Enables partner outcome measurement across media investments.
- Includes Analytics Consulting services for specialized analysis needs.

Third-party integrations

- Integrates with major platforms including The Trade Desk and Magnite.
- Activates audiences across 200 platforms through established integrations.
- Provides identity data access through clean room partners including InfoSum, Snowflake and AWS.
- Offers proprietary audience segments including Mosaic, TrueTouch and Geo-Indexed data.
- Supports automotive, finance and retail vertical data integrations.

Pricing and support

- Requires annual contract commitment.
- Offers free trial options for pre-purchase evaluation.
- Utilizes value-based pricing model with CPM or license fee options.
- Includes dedicated support team access at no additional cost.
- Provides optional Analytics Consulting services for custom requirements.

VENDOR PROFILES



Target customer

- Fortune 1000 brands and their advertising and marketing platforms; agencies; publishers; and any business interested in understanding and identifying site visitors.

FullContact

1580 N. Logan St., Ste 660,
PMB 45057
Denver, CO 80203
fullcontact.com

Product profiled

FullContact Resolve,
Enrich, Acumen and Customer
Recognition

Key customers

Not publicly disclosed but
available upon request.

Key executives

Dino Marasco, General Manager
Ziff Davis Marketing Automation
Ben Vanberg, VP Engineering
Jake Cohen, Director Marketing
Jeff Rothe, Director Product

Company overview

- Founded in 2010.
- 60 employees.
- Ziff Davis acquired FullContact in 2024. Prior to that, FullContact had purchased nGame, Profoundis, MatterMark and Conspire.
- FullContact, Ziff Davis' Identity Graph offering, is a privacy-focused identity resolution company building trust between people and brands. The company assists marketers to create tailored customer experiences, identify website visitors, improve ad targeting along with measurement by unifying data and applying insights.
- Headquartered in Denver, CO, with satellite offices in major metropolitan cities.

Product overview

- FullContact's identity resolution solution, Resolve, enables marketers to unify fragmented identities and recognize people in real time as they engage. Enrich provides users with additional data for relevant insights into brand engagement. Acumen and Customer Recognition allow marketers to identify website visitors through a tag on their websites, enhancing marketing and sales performance.

Use cases

- **Identifying website visitors:** The platform lets marketers identify website visitors across devices and sessions to enable them to act upon customer and prospect data.
- **Delivering real-time insights:** Users can apply up to 1000 different insights, including lifestyle, interest, and demographics for better personalization, even with unknown web traffic.
- **Onboarding data:** Allows users to translate offline data to an online environment by providing hashed emails, mobile ad IDs (MAIDs), and anonymous platform IDs.
- **Creating a single identity across enterprises:** Marketers can use the solution to resolve disparate data into a single source of identity truth, serving as an identity spine for measurement and attribution across the enterprise.
- **Measuring omnichannel marketing:** Enables the creation of a common view across channels including online, offline, business, and consumer personas.
- **Media amplification:** Applies hashed emails and MAIDs to extend media reach and improve ROAS.

Artificial intelligence and machine learning

- FullContact's graph leverages AI/ML to grow and expand connections, enhancing the accuracy and comprehensiveness of the identity graph.

VENDOR PROFILES



FullContact

1580 N. Logan St., Ste 660,
PMB 45057
Denver, CO 80203
fullcontact.com

Data onboarding

- Translates offline data to an online environment by providing hashed emails, mobile ad IDs (MAIDs), and anonymous platform IDs.

Identity resolution methodology

- Utilizes deterministic matching to connect identity fragments, ensuring high accuracy by collecting signals from various sources. Maintains an extensive and accurate identity graph to improve recognition.

Data management

- FullContact Resolve identifies data belonging to a single individual, allowing marketers to unify fragmented identities in real time.

Analytics and reporting

- FullContact's Website Recognition tools deliver reports on website visitors, providing analytics into site traffic.
- The Acumen product allows marketers to view visitors to their website, including pages visited, time spent, and visit frequency.

Third-party integrations

- Platform APIs enable connections to most adtech, martech (i.e., CRMs, CDPs), ecommerce platforms, workflow automation tools and other systems.
- Examples of native integrations include Snowflake, Simon, FICO, Optimizely, Auth0, NOW SnowGraph, Adobe, Zapier, Placekey and LiveIntent.

Pricing and support

- An annual contract is required.
- A free trial or other testing pre-purchase is available.
- FullContact offers multiple subscription tiers. Pricing is based on the value of matched outputs.
- Clients receive a dedicated account executive and customer success team for support.

VENDOR PROFILES



Intent IQ

37-18 Northern Blvd., Ste 404
 Long Island City, NY 11101
 T: (646) 583-1376

intentiq.com

Product profiled

Intent IQ Identity Resolution Platform

Key customers

LoveToKnow Media
 Simplifi
 Involved Media
 Mediavine
 Strategus
 Fandom

Key executives

Roy Shkedi, Chairman
 Dror Ben Yishai, Chief Technology Officer

Target customer

- Buy-side and sell-side partners including media companies, publishers, video platforms, exchanges, aggregators, brands, agencies, DSPs, DMPs, and programmatic media buyers.

Company overview

- Founded in 2011.
- Employs 70 individuals.
- Operates as a pure-play identity resolution technology company focused on cookieless solutions.
- Technology is deployed across 80,000+ websites and apps, processing over 2 billion daily impressions.
- Maintains offices in New York City and Israel, with a remote team in Ukraine.

Product overview

- Intent IQ provides identity resolution solutions through two core products: Bid Enhancement for cookieless inventory monetization and the Cookieless Audience Activation and Attribution Suite. The platform leverages a proprietary Identity Device Graph covering over 80% of North American ad inventory with 92-97% daily verified accuracy. The technology is supported by over 170 granted patents covering profile-based bidding, behavioral targeting and cross-device identity resolution.

Use cases

- **Cookieless monetization:** Enable publishers to monetize unidentified users through universal ID insertion and bidstream enhancement.
- **Audience analysis:** Generate insights across 1,000+ demographic, lifestyle, and behavioral segments for unidentified site visitors.
- **Data onboarding:** Match cookieless visitors, hashed emails, and CRM files to universal identifiers across multiple identity layers.
- **Campaign attribution:** Measure full-funnel performance over six-month periods without accuracy loss in cookieless environments.
- **Audience extension:** Reach cookieless users across third-party properties while maintaining targeting capabilities.

Artificial intelligence and machine learning

- Deploys multiple specialized deep-learning algorithms for identity clustering challenges.
- Processes billions of deterministic signals for training algorithms.
- Updates and reevaluates clustering processes every 48 hours.
- Maintains over 90% accuracy in real-time pattern matching.
- Utilizes Big Data pattern matching for identity resolution at scale.

VENDOR PROFILES



Intent IQ

37-18 Northern Blvd., Ste 404

Long Island City, NY 11101

T: (646) 583-1376

intentiq.com

Data onboarding

- Provides online onboarding through images, HTTP, and JavaScript pixels.
- Offers user-friendly interface for pixel creation.
- Supports offline onboarding through self-serve uploader tool.
- Accepts multiple file formats with or without hashed emails.
- Includes progress tracking through self-serve portal.

Identity resolution methodology

- Combines deterministic data with deep-learning algorithms for cookieless audience matching.
- Collects billions of first-party cookies and IDFVs through partner network.
- Assigns unique IIQ IDs representing four identity layers: browser/app, device, person, and household.
- Performs daily deterministic tests on millions of random clusters.
- Integrates consent management for privacy compliance across multiple regulations.

Data management

- Conducts daily deterministic testing on four million random graph samples.
- Performs deduplication across four identity layers.
- Runs accuracy tests during onboarding and matching processes.
- Maintains real-time map of relationships between households, individuals, devices, browsers and apps.

Analytics and reporting

- Provides dashboard access for first-party onboarding data visualization.
- Generates cookieless impressions and revenue performance reports.
- Offers full-funnel attribution metrics from impressions to conversions.
- Delivers audience insights across hundreds of demographic categories.
- Includes filtering capabilities by browser type, bidder, audience segment, and device.

Third-party integrations

- Integrates with Prebid through SDK deployment.
- Supports Google AdX's PPID and Google Ad Manager reporting.
- Partners with SSPs for deal ID curation on DSP platforms.
- Offers real-time APIs for custom integrations.

Pricing and support

- No annual contract requirement.
- Offers free proof-of-concept trials.
- Uses revenue-sharing model for publishers based on incremental revenue.
- Provides CPM-based pricing for advertiser solutions outside owned network.
- Includes comprehensive support through email, Slack and bi-weekly meetings at no additional cost.

VENDOR PROFILES

/LiveRamp

LiveRamp
 225 Bush St.
 San Francisco, CA 94104
 T: 866-352-3267
liveramp.com

Product profiled

LiveRamp Data Collaboration Platform

Key customers

McDonald's
 Danone
 Sam's Club
 Pinterest
 Disney
 Dollar General

Key executives

Scott Howe,
 Chief Executive Officer
 Matt Karasick, SVP, Product
 Jessica Shapiro,
 Chief Marketing Officer
 Vihan Sharma,
 Chief Revenue Officer

Target customer

- Fortune 5000 B2B and B2C enterprises in financial services, retail, consumer packaged goods, automotive, travel and hospitality verticals, along with agencies, healthcare leaders, technology companies, data providers and publishers.

Company overview

- Founded in 2012.
- Employs 1,393 individuals.
- Acquired Habu in January 2024.
- Operates as a data collaboration platform enabling connected customer views while protecting consumer privacy.
- Maintains global presence with offices in San Francisco, New York, Tokyo and Sydney.

Product overview

- LiveRamp's platform integrates identity resolution capabilities across multiple solutions: the LiveRamp Data Collaboration Platform provides identity-powered, cloud-first data collaboration; Live/Identity builds enterprise identity infrastructure; Live/Access enables data marketplace access; Live/Connectivity connects over 14,000 publisher domains through RampID; and Live/Insights delivers measurement and analytics through clean room capabilities with built-in privacy controls.

Use cases

- **Data strategy development:** Build and implement comprehensive consumer data strategies across the enterprise.
- **Customer view unification:** Create unified customer profiles across disparate data sources and touchpoints.
- **Marketing optimization:** Maximize impact and innovation across advertising ecosystem touchpoints.
- **Cross-screen measurement:** Enable comprehensive measurement and analytics for strategic advertising decisions.
- **Media network enhancement:** Unlock brand-building capabilities through enhanced media network connections.

Artificial intelligence and machine learning

- Employs machine learning within identity framework to determine likely users of shared devices.
- Ranks touchpoints and devices through ML-powered engagement analysis.
- Increases match rates and addressable reach while maintaining accuracy.
- Creates complete views of people and households through advanced algorithms.
- Enables customizable ML-based identity resolution rules.

Data onboarding

- Provides online and offline data matching capabilities.
- Captures offline data from CRM, customer service, loyalty, and direct mail systems.
- Integrates online data from display, search, programmatic, social, and advanced television.
- Delivers 100% authenticated deterministic matching.

VENDOR PROFILES

/LiveRamp

LiveRamp
225 Bush St.
San Francisco, CA 94104
T: 866-352-3267
liveramp.com

- Supports multiple onboarding methods including pixel-based, file-based, and cloud-native solutions.

Identity resolution methodology

- Utilizes Enterprise Identity Profile Builder to unify online and offline touchpoints.
- Leverages LiveRamp Identity Graph for first-party data consolidation and matching.
- Preserves PII while enriching profiles with third-party attributes.
- Resolves identity at individual, household, and business levels.
- Provides RampID partner translations and transcoding for real-time bid streams.

Data management

- Standardizes email addresses, numbers, date formats, and field lengths.
- Performs address normalization including ZIP+4 correction and state validation.
- Conducts name normalization and restricted name removal.
- Validates and flags invalid emails and phone numbers.
- Splits complex data fields into normalized components.

Analytics and reporting

- Provides self-serve access to exposure data and third-party data.
- Generates cross-screen lift and attribution reporting.
- Delivers cross-screen reach and frequency analysis.
- Offers pre-built reports and DIY analysis capabilities.
- Creates audience insights and ad effectiveness reporting.

Third-party integrations

- Connects with over 14,000 publisher domains.
- Integrates with more than 165 platforms.
- Partners with 450 major global brands.
- Enables enterprise and cloud solution connectivity.
- Supports broad ecosystem activation capabilities.

Pricing and support

- Requires annual contract commitment.
- Does not offer free trial options.
- Bases pricing on data volume, channel count and licensed data types.
- Includes dedicated support based on relationship scope.
- Provides ticketed support system access.

VENDOR PROFILES



Stirista

777 E. Sonterra Blvd. Bldg 4
 San Antonio, TX 78258
 T: (210) 293-0029
stirista.com

Product profiled

OMNA

Key customers

Acxiom
 Dun & Bradstreet
 LG Ads
 LiveRamp

Key executives

Ajay Gupta, Chief Executive Officer and Founder
 Matthew Staudt, Chief Strategy Officer
 Mike Hilts, Chief Product Officer
 Tony Lucia, Chief Technology Officer

Target customer

- Mid-market and enterprise brand marketers and agencies, including both B2B and B2C organizations.

Company overview

- Founded in 2010.
- 127 employees.
- Raised \$13 million in growth equity financing from Wavecrest Growth Partners in 2020. Subsequently acquired Customer Portfolios (2023), ZDI Creative (2022), VDC (2021), and Nikaza (2020).
- Provides products in audience marketing and data activation, combining data, email and digital execution capabilities to help brands and agency partners acquire and retain customers.
- Headquarters located in San Antonio, Texas.

Product overview

- OMNA is an identity resolution platform that provides marketers with a holistic view of activity across all customer touchpoints and channels. The platform supports targeting and measurement use cases with activation capabilities across social media, display, CTV, and email channels.

Use cases

- **Multi-channel campaign execution:** Enables targeting and measurement across social media, CTV, display, and email channels.
- **Device identity matching:** Links devices to email addresses, IP addresses, and social accounts to expand device targeting capabilities.
- **CRM data enrichment:** Maps and enriches first-party data to maximize reach and targeting potential.
- **New customer acquisition:** Facilitates customer acquisition through real-time device and IP targeting across multiple channels.
- **CTV targeting enhancement:** Increases CTV match rates by linking CTV devices to IP addresses to expand reach.

Artificial intelligence and machine learning

- Implements advanced ML models across core data assets for classification, matching, and prediction purposes.
- Utilizes machine learning to increase accuracy and improve scale of data attributes.
- Enables automated bidding strategies on the AdStir DSP platform.
- Leverages datasets for personalized outreach capabilities.

Data onboarding

- Provides cookieless onboarding for first-party and CRM data.
- Processes over 1 billion raw data attributes monthly.
- Implements cleansing, standardization, and matching using identity resolution rules and algorithms.
- Utilizes self-referencing databases to enhance match rates.
- Offers fully managed service with offline-to-online data processing within hours.

VENDOR PROFILES



Stirista

777 E. Sonterra Blvd. Bldg 4
San Antonio, TX 78258
T: (210) 293-0029
stirista.com

Identity resolution methodology

- Maintains OMNA as a proprietary identity graph.
- Combines both deterministic and probabilistic matching methodologies.
- Incorporates heuristic and machine learning methods for probabilistic approaches.
- Constructs entity relationships using both offline data sets and online signal data.
- Employs proprietary entity pattern relationship mapping methodology for online identity assignments.

Data management

- Provides field-by-field data cleansing capabilities.
- Implements proprietary identity resolution rules and algorithms.
- Ensures standardization of all data sources.
- Performs validation and matching processes.
- Offers authoritative data cleansing services.

Analytics and reporting

- Provides feedback and actionable intelligence throughout marketing activities.

- Includes reporting on initial audience segmentation and targeting.
- Delivers campaign performance metrics.
- Includes attribution reporting.

Third-party integrations

- Offers automated delivery pipelines for data licensees.
- Provides customized append/return solutions.
- Supports FTP and API integration options.
- Includes self-service web interfaces.
- Offers a proprietary web intelligence tag for website activity tracking and custom data insights.

Pricing and support

- Requires annual contract commitment.
- Offers evaluation period for testing.
- Provides annual tiered pricing based on volume with self-serve or managed service options.
- Offers option to license entire graph or component graphs with bundled discounts.
- Provides flexible support through managed services or SaaS options.

VENDOR PROFILES



TransUnion
 555 W Adams
 Chicago, IL 60661
transunion.com/solution/trueaudience

Product profiled

TruAudience Identity Solutions

Key customers

Ally Financial
 Canvas Worldwide
 FreeWheel
 iHeartMedia
 General Motors
 TelevisaUnivision

Key executives

Chris Cartwright, President and Chief Executive Officer
 Matt Spiegel, Executive Vice President, TruAudience at TransUnion

Target customer

- Enterprise and mid-size brands across all major industries, including automotive; financial services; insurance; telecommunications; media and entertainment; retail; restaurants; travel and hospitality; and consumer goods; as well as publishers, platforms and agencies.

Company overview

- Founded in 1968.
- Employs 10,000 individuals.
- Acquired Neustar in December 2021 for \$3.1 billion, expanding TruAudience marketing solutions capabilities.
- TransUnion has operated as a credit reporting agency for over 50 years, leveraging its data stewardship expertise to expand into fraud prevention, marketing, and customer-driven analytics. Operates as a global information and insights company, providing actionable consumer views based on online, offline, public and proprietary information.

Product overview

- TruAudience marketing solutions enables clients to improve marketing effectiveness by connecting and enriching their consumer data, understanding their customers, building and reaching audiences, and measuring and optimizing results. Solutions leverage the power of TransUnion's unified identity graph, rich demographic attributes, a network of integrations and privacy-enhancing technologies for collaboration.

Use cases

- **Unification and deduplication:** Resolve datasets across internal client teams, systems and known customer touchpoints like loyalty, ecommerce, and CRM. Identify and consolidate records that are the same individual or household.
- **Audience building and insights:** Create audiences based on demographic and behavioral characteristics. Analyze customer and prospect data against geo-demographic propensities. Identify which audiences are more responsive to media and ultimately incremental to business.
- **Audience activation and outreach:** Activate first-party data and audiences across TransUnion's integrations and omni-channel partners. Leverage new points of contact to reach customers and prospects.
- **Cross-channel marketing performance:** Measure and optimize marketing across all media channels. Continuously measure campaign, publisher and placement performance across addressable channels including walled gardens and television.
- **Verification, correction and graph building:** Verify the accuracy of identifiers and append verified contact information to update inaccurate or out-of-date consumer data. Expand first-party identity graph with offline and online identifiers.
- **Lookalike modeling and optimization:** Expand audiences by identifying additional consumers who look more like high-value customers and prospects. Adapt marketing plans leveraging predictive analytics for real-time scenario planning and optimization.

Artificial intelligence and machine learning

- TransUnion's TruAudience platform uses machine learning models to improve the accuracy of resolving consumer records to its identity graph.

VENDOR PROFILES



TransUnion
 555 W Adams
 Chicago, IL 60661
transunion.com/solution/trueaudience

- Machine learning and AI techniques applied to build holistic offline/online identities:
 - Federated identity resolution: ML model simultaneously assesses and constructs deterministic and probabilistic linkages, testing linkages for consistency and accuracy before incorporation.
 - Linkage scoring: Proprietary ML models score the strength of connections between identifiers, individuals, and households. This generates indicative factors like data recency and source, enabling differentiation between high-confidence "Tier 1" and lower-confidence "Tier 2" identities.

Data onboarding

- Transforms first-party data into pseudonymous digital IDs for targeting and measurement.
- Provides multiple data upload options, including cloud-native applications, APIs, SFTP and user portal.
- Enables customizable matching algorithms to balance scale and accuracy requirements.
- Processes most of files within 24 hours when using existing configurations.
- Facilitates direct syndication to over 140 activation partners. This includes many walled gardens, publishers and platforms in the U.S. and custom integrations can be built.

Identity resolution methodology

- Maintains proprietary TransUnion Identity Graph processing 16 billion monthly phone signals and data from 125 million U.S. households.
- Incorporates 10 billion daily real-time digital interactions.
- Uses combined deterministic and probabilistic matching across offline and online identifiers.
- Sources data from 200 authoritative sources including trusted partner data, proprietary solutions data and public records.

Data management

- Verifies and updates identity information against matched graph records.
- Standardizes addresses using USPS Delivery Point Code validation.
- Validates phone numbers against North American Numbering Plan standards.
- Performs email syntax and deliverability verification.
- Standardizes device IDs and provides persistent keys for record unification.
- TruAudience appends linkage and match scores indicating the strength of the relationship between individual identifiers and unique identities, allowing clients to decide whether to use identifiers or merge identities.

Analytics and reporting

- Provides multi-touch attribution modeling for incremental impact measurement. Users receive automated, as well as consultative recommendations for campaign, audience, media and omnichannel marketing optimization.
- Delivers marketing mix modeling to identify outcome drivers.
- Includes scenario planning and randomized controlled trial capabilities.
- Generates match rate reporting at individual and household levels.
- Produces campaign insights with detailed audience and device-level attributes.

Third-party integrations

- Maintains over 300 native integrations with major platforms including Google, Adobe, Meta, Pinterest and The Trade Desk.
- Offers server-to-server integrations that function without cookies or mobile ad IDs.
- Provides cloud-native applications for Snowflake and AWS, with a Google Cloud integration to be released.
- Supports partnerships with customer data platforms such as ActionIQ and Treasure Data, and data clean rooms including AWS, Snowflake and InfoSum.
- Analytics solutions offer privileged access to walled garden and Retail Media Network data.

VENDOR PROFILES



TransUnion
555 W Adams
Chicago, IL 60661
[transunion.com/solution/
trueaudience](https://transunion.com/solution/trueaudience)

Pricing and support

- Specific pricing information isn't publicly available but products are typically offered on an annual or multi-year basis, with proof of concept available depending on use case and scope.
- Pricing may vary depending on use cases for identity, data and media volumes,

complexity of requirements and need for consultative support. Includes dedicated account management and 24/7 technical support at no additional cost.

- Makes available optional consultative services from a team of over 500 specialists.

VENDOR PROFILES



Target customer

- Marketers and platform partners in insurance, financial services, education and lead generation verticals.

Marketing Solutions

Verisk Marketing Solutions
18W140 Butterfield Rd., Ste 400
Oakbrook Terrace, IL 60181
T: (312) 348-7900
marketing.verisk.com

Product profiled

Verisk Marketing Solutions

Key customers

Specific customers not disclosed

Key executives

Matt Lohman,
Managing Director

Zora Senat,
Chief Commercial Officer

Scott McNabb,
Chief Sales Officer

Eli Schwarz,
Chief Strategy Officer

Company overview

- Founded in 2003.
- 200 employees.
- Created as a business unit under Verisk through the acquisition of Jornaya (2020) and Infutor (2022).
- Helps marketers and platform partners maintain complete consumer profiles and track in-market behavior while ensuring compliance with state and federal data regulations.
- Headquarters located in Oakbrook Terrace, Illinois.

Product overview

- The platform provides first-party data enrichment, real-time decision support, and data licensing capabilities. It enables marketers to maintain comprehensive consumer profiles and track in-market behavior while ensuring compliance with data privacy regulations. The system offers real-time APIs for lead quality assessment and consumer engagement decisions, along with on-premise data sets for building profiles and acquisition audiences.

Use cases

- **Enterprise data unification:** Links disparate silos of enterprise data to create a unified, enterprise-wide customer view.
- **Cross-ecosystem identity activation:** Enables activation of consumer identities across traditional and digital ecosystems.
- **In-market prospect identification:** Recognizes and reaches prospects likely to make considered purchases.
- **First-party data enhancement:** Creates relevant demographic and behavioral portraits and actionable segments from customer and prospect data.
- **Contact strategy optimization:** Completes and corrects customer records to improve contact strategies.

Artificial intelligence and machine learning

- Utilizes AI and machine learning capabilities within software operations.
- Incorporates AI and ML in models to enhance performance.

Data onboarding

- Provides bi-directional translation between offline identity markers and digital identifiers.
- Supports ingestion of raw or hashed offline identities.
- Converts identities into MAIDs, IP Addresses and Universal IDs.
- Offers both Data as a Service (DaaS) and software solution options.

VENDOR PROFILES



Marketing Solutions

Verisk Marketing Solutions
18W140 Butterfield Rd., Ste 400
Oakbrook Terrace, IL 60181
T: (312) 348-7900
marketing.verisk.com

Identity resolution methodology

- Maintains proprietary identity graph with persistent linkage IDs.
- Incorporates data from hundreds of public and proprietary sources.
- Links over 550 million phone numbers, 850 million emails and 1.4 billion consumer postal addresses at the individual level.
- Includes billions of MAIDs and millions of IP addresses.
- Encompasses probabilistic profile attributes for over 250 million individuals.

Data management

- Cleanses, enriches, completes and updates offline consumer identities.
- Links identities using persistent ID at individual and household levels.
- Offers configurable match algorithms customized to client needs.
- Provides verification scores for consumer contact information.
- Achieves approximately 85% high confidence verification rate through Identity Suite.

Analytics and reporting

- Offers customizable predictive model and scoring solutions.
- Provides conversion analysis capabilities.
- Includes customer service lead scoring.

- Analyzes input data to identify patterns and correlations.
- Generates predictions for informed decision-making.

Third-party integrations

- Supports API interfaces (SOAP, JSON, XML) across adtech and martech platforms.
- Enables integration through single identity markers, including PII and non-PII.
- Connects with digital, call center, CRM, and offline platforms.
- Supports integration using hashed email, MAID and IP address.
- Provides identity data access through clean room partners including Snowflake and AWS.

Pricing and support

- Requires annual contract commitment.
- Offers evaluation period for testing.
- Pricing model varies based on use case but includes licensed fee subscriptions as well as annual tiered pricing based on volume, with self-service or managed options.
- Provides dedicated account executive and account management team.
- Offers customer support via phone, email, or on-site.
- Makes available add-on professional consulting for product strategy and custom development.