



## Identity Resolution Solutions

Manage Your Customer Identities Across Your CRM, Marketing Platform, Email, CDP and Customer Support

Identity Resolution Solutions are growing at a rapid pace, fueled by the push to optimize customer-centric marketing.

The key for marketers is to be able to tie together all available information on their customers across many systems and data silos. This involves creating an "Identity Graph" which defines the connections between the disparate identifiers created during consumer engagement with brands. At the heart of the Identity Graph is the consumer link a string assigned to each record that uniquely identifies the individual across systems and avoids the creating of duplicates.

Each major U.S. database compiler has their own Consumer ID technology. Inbound Insight is agnostic and in fact offers consumer and household links from multiple providers so you have a choice regarding which solution to use.

Each solution is available for batch append or in real time using our unique Insight API™ including options for standalone link appends or as part of a larger package of data enhancement elements.

### Identity Resolution Use Cases

- Offline-to-Online Retargeting
- Location-based Targeting
- Personalized Content Delivery
- Improved Online User Experience
- Customer Retention and Cross-Sell
- Campaign Measurement and Attribution
- Analytics and Data Science
- Merge duplicate links to create richer profiles & avoid annoying and costly duplicate messages.
- Associate individuals using the Household link.
- Avoid creating duplicates in real time when "new" records are added.

CRM	NAME	Patricia Smith
	ADDRESS	123 Maple Street
	PHONE	212-555-1234

EMAIL PLATFORM	NAME	Patti Smith
	EMAIL	psmith987@gmail.com
	PHONE	917-555-4321

CDP	NAME	Pat Smith
	ADDRESS	123 Maple Dr
	EMAIL	patti.smith@aol.com

CUSTOMER SUPPORT	NAME	Patty Smith
	ZIP CODE	10128
	MOBILE ID	13b67d875ac12

Consumer Link = c42z91t15n22x98  
Household Link = a35c87s52m89s11

### Inbound Insight is Seeking Partners

- Printers especially with Triggered/Automated Direct Mail
- CRM and Marketing Automation Software
- Conversion Rate Optimization, Landing Page and Form SW
- Performance Marketing and Agencies focused on Lead Gen
- Customer Data Platforms and eCommerce Platforms

### Customer Industries

- Any B2C Industry
- eCommerce / Internet Retailers
- Any with coupons and loyalty programs
- Direct to Consumer
- Publishers & Media

Call or email today and ask about our FREE Consumer ID Match Test