The Future of Identity Resolution: You Have the Power

Marc Sabatini, SVP Enterprise Solutions, Data Axle

Mark Dye, Co-Founder, B2B Tech Group

Jay Sivasailam, Chief Growth Officer, UCare

Today's Conversation

Stay Ahead in a Cookie-limited World
Explore cutting-edge strategies for identity resolution and how to thrive while centering privacy.

Master Data-Driven Marketing
Learn practical approaches to manage your data and drive smarter marketing decisions.

Adapt to the New Identity Landscape
Equip yourself with the latest tools to navigate the evolving world of digital identity and privacy.

Industry Challenges

- Data Challenges
- ABM/Anonymous Identification
- Digital Advertising Targeting
- Transition to Alternative IDs
- First vs Third-Party Data Strategy
- Walled Gardens

- Data Quality
- Data Integration
- Privacy/Opt-in
- Single Sign-On
- Transition to Known Identity
- Data Management Best Practices

Technologies to Set Yourself Up for Success

The Axle of Identity:

Centralizing and Driving Business Growth through better identity management.

Audience360™

UNIFIED,
ACTIONABLE DATA

The Enterprise Identity Spine

Brand Challenges Connected to Identity Management

1. Acquire new customers efficiently and effectively
2. Increase the AOV and LTV of their existing customers
3. Improve the intelligence and insights on those customers

However, they face an evolving competitive marketplace and innovative technology landscape.

Data Unification

- Multiple 1st and 3rd party data sources.
- Data currently stored in silos and require different compliance, governance, etc.

25 partners / sources on average

Federation of ID's

- Brand owned persistent enterprise ID is needed.
- Numerous customer transactional ID's, data partner ID's, walled garden and AdTech ID's combined with digital tags, emails, etc.

55 partners on average

Ecosystem Optimization

Dozens of tools across Martech, AdTech, and 1st party tools needed to acquire new and drive existing customer value e.g., CRM, CDP, DSP, ESP, TMS, etc.

35 partners on average

Compliance | Governance | AI

Audience360 Solution

Audience360 is an agnostic solution that consolidates and optimizes data sources and ID's, to enhance customer intelligence and improve business performance across all ecosystem partners. Benefits include:

- Reduced CPA
- Increased AOV & LTV
- Reduce cost of infrastructure and marketing

Data Unification

- AI-ready accurate and comprehensive data in one location
- optimized health and performance of all data sources/attributes.
- Consolidation drives efficiency.

Federation of ID's

One ID "axle" as a persistent hub and spoke creating an enterprise ID spine <u>owned by the brand</u> and connecting to all data and ecosystem partners enabling a single view of the customer.
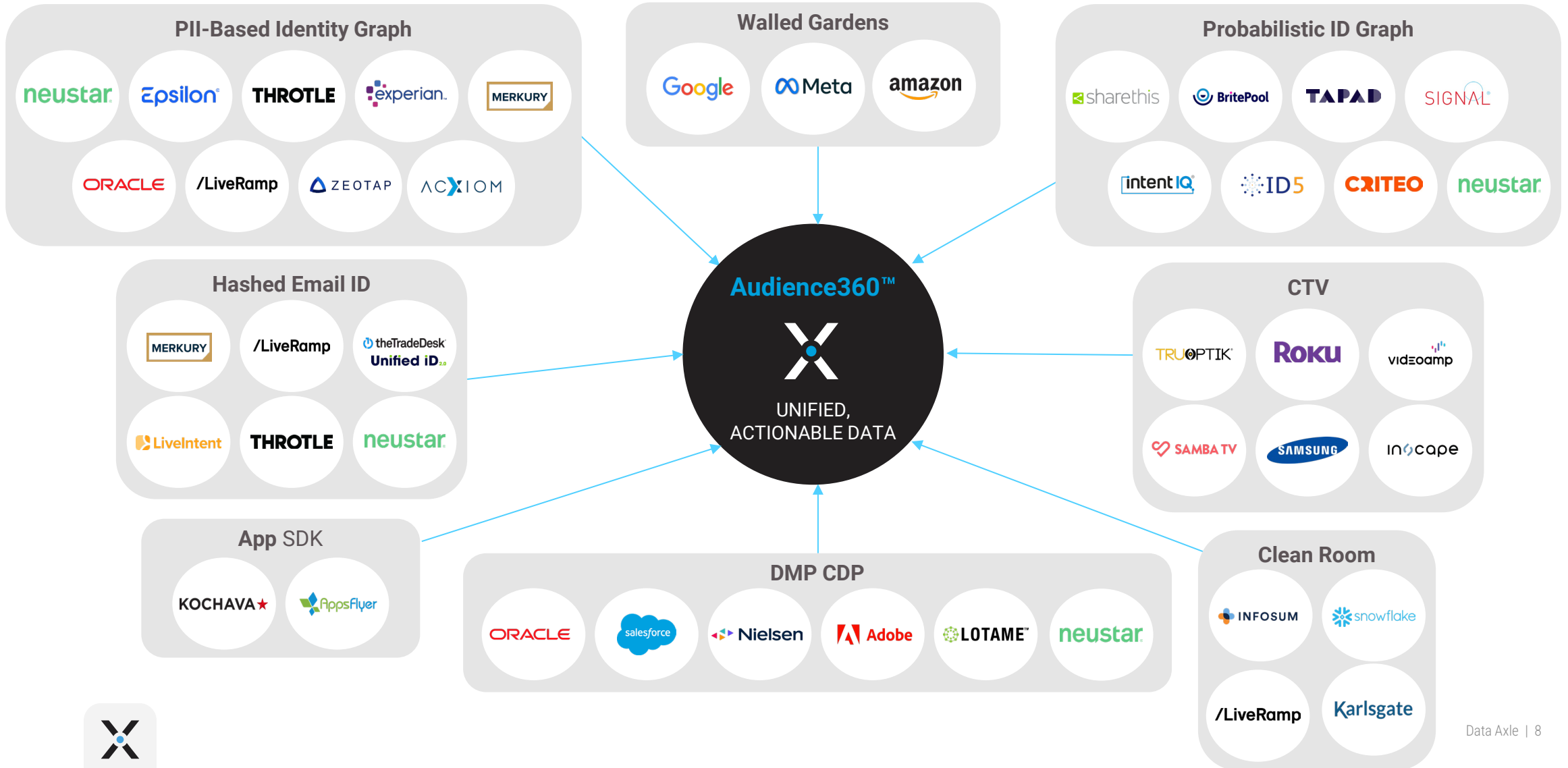
Ecosystem Optimization

- Activate audiences and connect channels to enable personalized, omnichannel customer service, marketing, commerce, and enhanced engagement.
- Feedback loop sends all data back to core.

Compliance | Governance | AI

The Ever-Expanding Identity Ecosystem

An overwhelming abundance of identity providers, data sources, and solutions

PII-Based Identity Graph
neustar, Epsilon, THROTLE, experian, MERKURY, ORACLE, /LiveRamp, ZEOTAP, ACXIOM

Walled Gardens
Google, Meta, amazon

Probabilistic ID Graph
sharethis, BritePool, TAPAD, SIGNAL, intentIQ, ID5, CRITEO, neustar

Hashed Email ID
MERKURY, /LiveRamp, theTradeDesk Unified iD 2.0, LiveIntent, THROTLE, neustar

Audience360™
X
UNIFIED, ACTIONABLE DATA

CTV
TRUOPTIK, Roku, videoamp, SAMBA TV, SAMSUNG, IN·cape

App SDK
KOCHAVA, AppsFlyer

DMP CDP
ORACLE, salesforce, Nielsen, Adobe, LOTAME, neustar

Clean Room
INFOSUM, snowflake, /LiveRamp, Karlsgate

Single View of the Person (~75 attributes)

PII DEMOGRAPHIC (B2C)
- Age
- Gender
- HH Income
- HH Size
- Geography
- Education
- Presence of Children

PREFERENCE CENTER
- Like Chocolate
- Frequency Of Communications
- Communication method
- +5 TBD

TRANSACTIONAL (B2B & B2C)
- Channel preference (Ecommerce/Retail/Both)
- Purchase history
- RFM (3)
- Product affinity
- Promotion engagement (3)
- Basket size
- AOV, inactivity period
- LTV, length of time as a customer
- Payment method
- Return/Refund history
- Seasonality (3)

BUSINESS
- Company Name
- Location
- Buyers, titles
- Recipients
- Event/Reason/Season

BEHAVIORAL
- Email engagement (3)
- Website engagement (3)
- Mobile engagement (3)
- Social engagement (3)
- Ad engagement (3)
- Loyalty program engagement (3)
- Customer Service engagement (3)

PSYCHOGRAPHIC
- Interests/Hobbies (3)
- Brand affinity (3)
- Competitive brand affinity (3)
- External purchase history (3)
- Mindset (3 e.g., health conscious, green, tech savvy)
- Cultural attributes (3)

B2C Profile

Behavioral

Intent Signals

B2C Link

B2B Profile

Customer Transactions

Michelle
38 years old, Creative Director
Married + 2 children, SMB Owner
Interest: Heavy Metal, Gardening

Centralized Data Axle for Brand Marketing Needs

Audience360™

UNIFIED, ACTIONABLE DATA

MODELING / ANALYTICS

CRM

STRATEGY

CREATIVE

DM & DIGITAL EXECUTION

MEASUREMENT / ANALYSIS
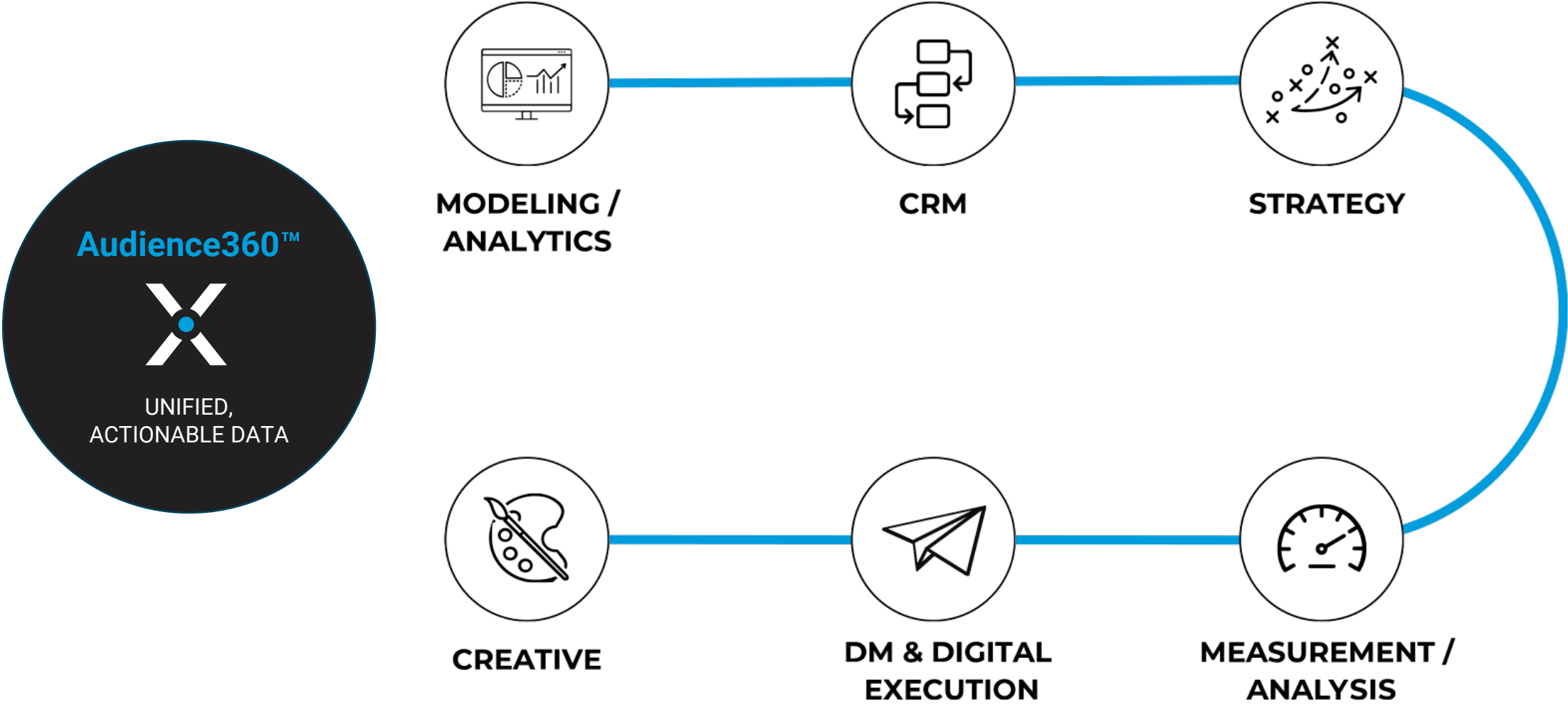
Powering Intelligence and Activation

Audience360™

UNIFIED, ACTIONABLE DATA

Audience / Channel Intelligence

- AL/ML Predictive Modeling
- 360 Personas
- Omnichannel Attribution
- Analytics
- Reporting & Dashboards

Ecosystem Endpoints

- Digital
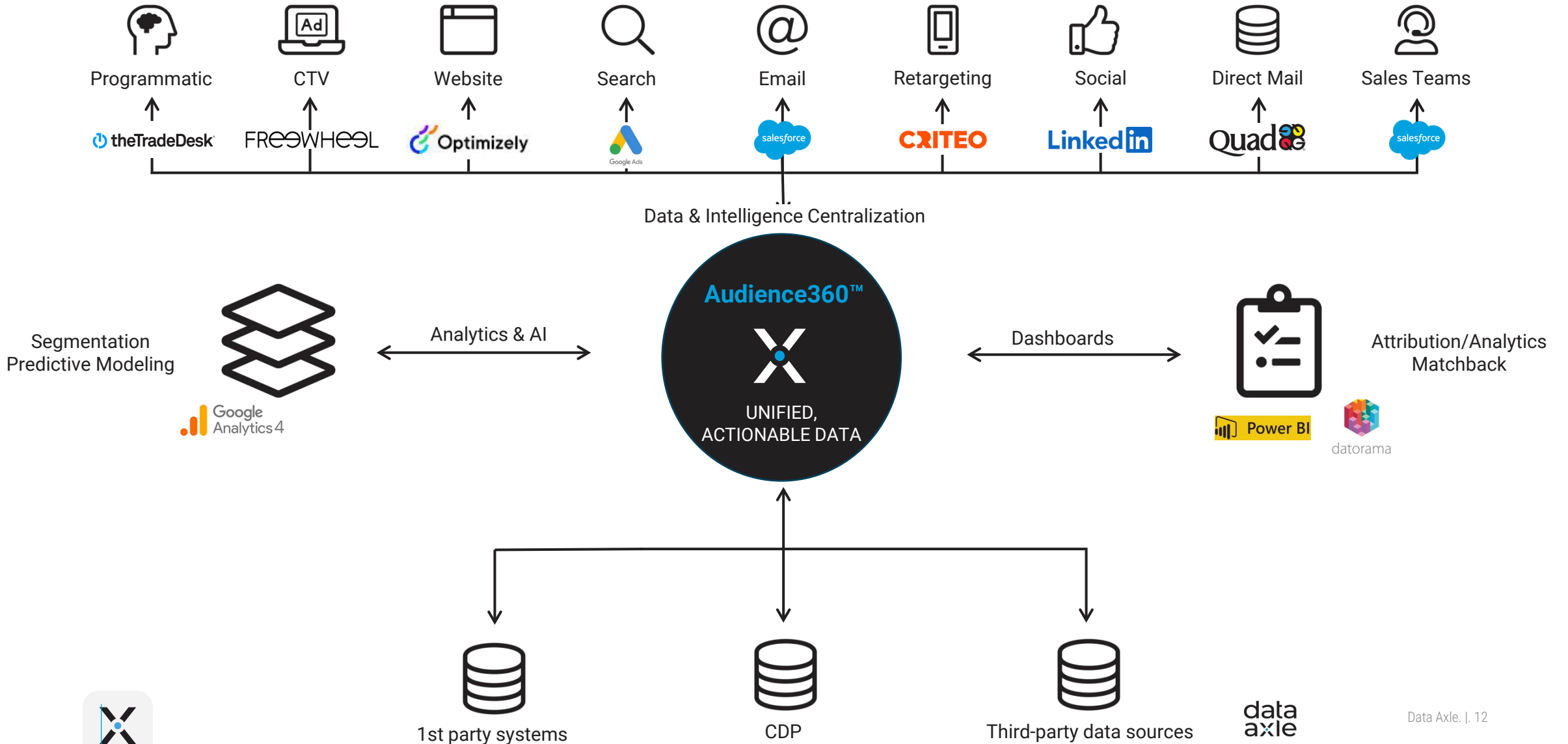- Marketing Cloud
- ESP
- Lead Generation
- Direct Mail
- CDP
- Analytics/ Reporting
- Clean Room

Account & Technical Support

Ecosystem Optimization

Speed to market and reduced total cost of ownership

Programmatic — theTradeDesk

CTV — FREEWHEEL

Website — Optimizely

Search — Google Ads

Email — salesforce

Retargeting — CRITEO

Social — LinkedIn

Direct Mail — Quad

Sales Teams — salesforce

Data & Intelligence Centralization

Audience360™

UNIFIED, ACTIONABLE DATA

Segmentation Predictive Modeling — Google Analytics 4

Analytics & AI

Dashboards

Attribution/Analytics Matchback — Power BI, datorama

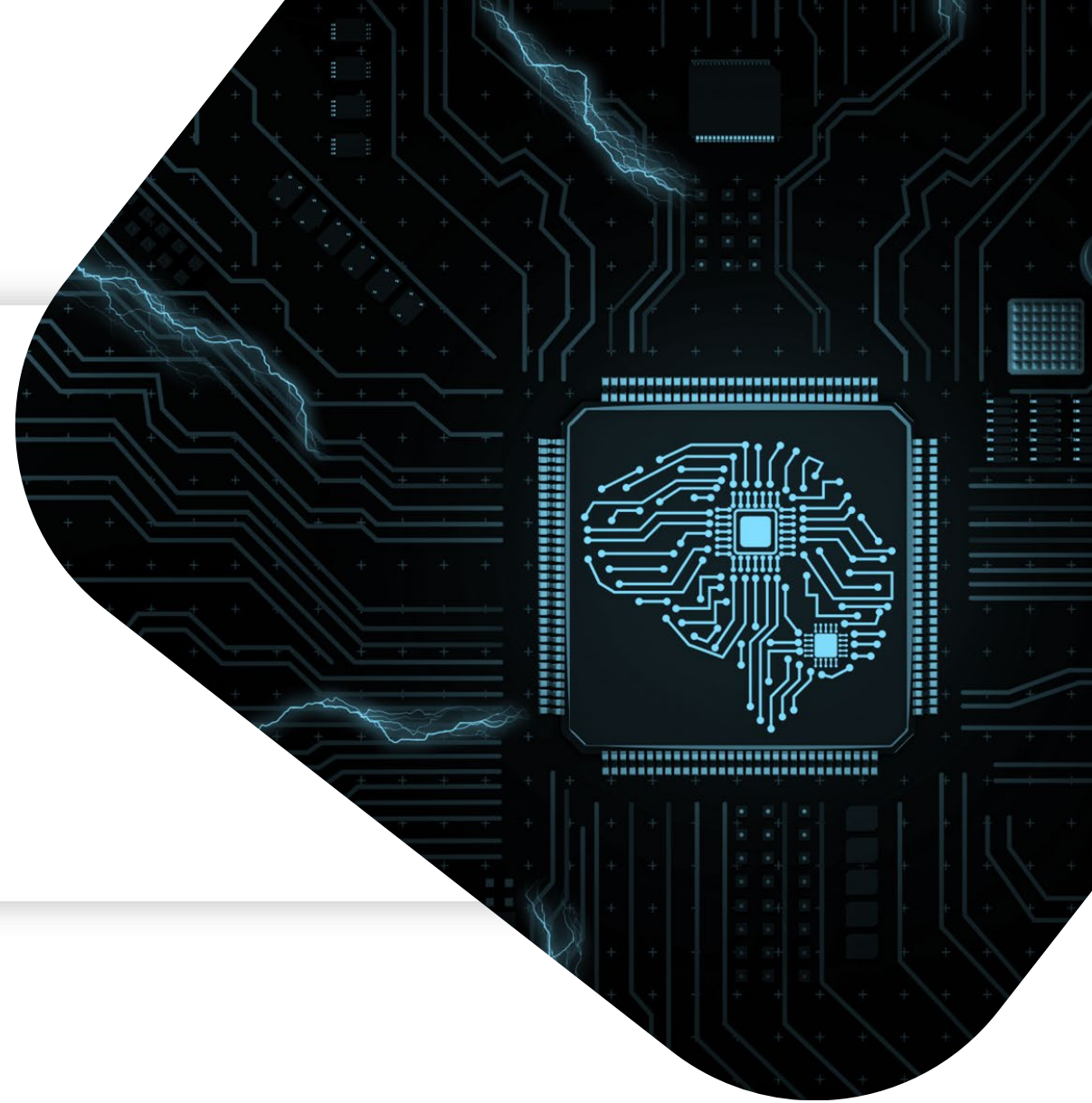1st party systems

CDP

Third-party data sources

Identity Resolution

Healthcare Specific Challenges

B2B Identity Graphs & Buying Committees

Future Trends & Innovations

Emerging Trends in Identity Resolution

Preparing for 2025

Questions?

Check your inbox for our complimentary whitepaper

Keep in touch

Email: Marc.Sabatini@Data-Axle.com