5 Steps to Connecting Identities Across Your Marketing Ecosystem

How to Recognize People Across Media, Devices, and Channel Interactions through Identity Resolution

FullContact

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Introduction

Every marketer is challenged with recognizing people as they engage with your brand, a challenge made more difficult with device and channel proliferation. People move seamlessly across channels through different devices, anonymously or authenticated. And that's not even addressing the complexities of shared devices.

As they change devices and channels, people represent themselves differently when engaging with your brand--and there are more channels, devices, and IDs every day. So how do you keep these constant changes maintained and coordinated across your enterprise systems and media ecosystem?

Let's look at three specific challenges real-time Identity Resolution solves:

1. Recognizing a Consumer Across Devices & Channels

Are you frustrated in your efforts because you can't recognize a consumer as they browse your website on different devices? Wouldn't it be great if you could send them a personalized offer in real-time while they're still shopping through any or all channels they engage with?

Solution: Real-time Recognition, Mapping, and Tracking

2. Recognizing an Individual on Their Device if They Haven't Logged In

Can you recognize the individuals whether they're logged in or not? You need to ensure that you're mapping

to the right person (and a real person) so you can deliver consistent messaging.

Solution: Use Mobile Ad IDs to Identify the Person and Link to the Customer Profile

3. Connecting Engagement and Activities Through the Customer Journey

Want to connect engagement and activities throughout the customer journey (including your media ecosystem)? This is vital to optimize towards what works and demonstrate results of your efforts.

Solution: Unifying Activities

This guide will walk you through how to solve these challenges in a privacy-compliant manner leveraging real-time, persistent, person-first Identity.

01

Protect Your Customer Data Through FullContact Private Identity Cloud™

Step 1: Protect Your Customer Data Through FullContact Private Identity Cloud

The very first step is to create a safe environment to protect consumer data. A Private Identity Cloud is a flexible and encrypted private environment that ingests, obfuscates, transforms, and stores data. Whether you're tracking website behavior, point of sale transactions, opt-in email, device IDs, or media IDs—all this needs to be reconciled in your own Private Identity Cloud. This means your data is your data, and there's no unauthorized commingling of data.

Secure your data and your customers' data in real-time while the identities are translated into a real person.

Your Environment, Your ID, Your Control

Wherever you engage with your customers, regardless of platform, you should be able to **immediately identify who they are through a real-time API call.**

Your data should be instantly **encrypted, stored, and resolved to a persistent ID.**

The persistent ID should have been previously **mapped to your CRM data,** so you know if it's an existing customer (or a prospect) without ever passing PII**.**

Identify & Unify Your Customer Data

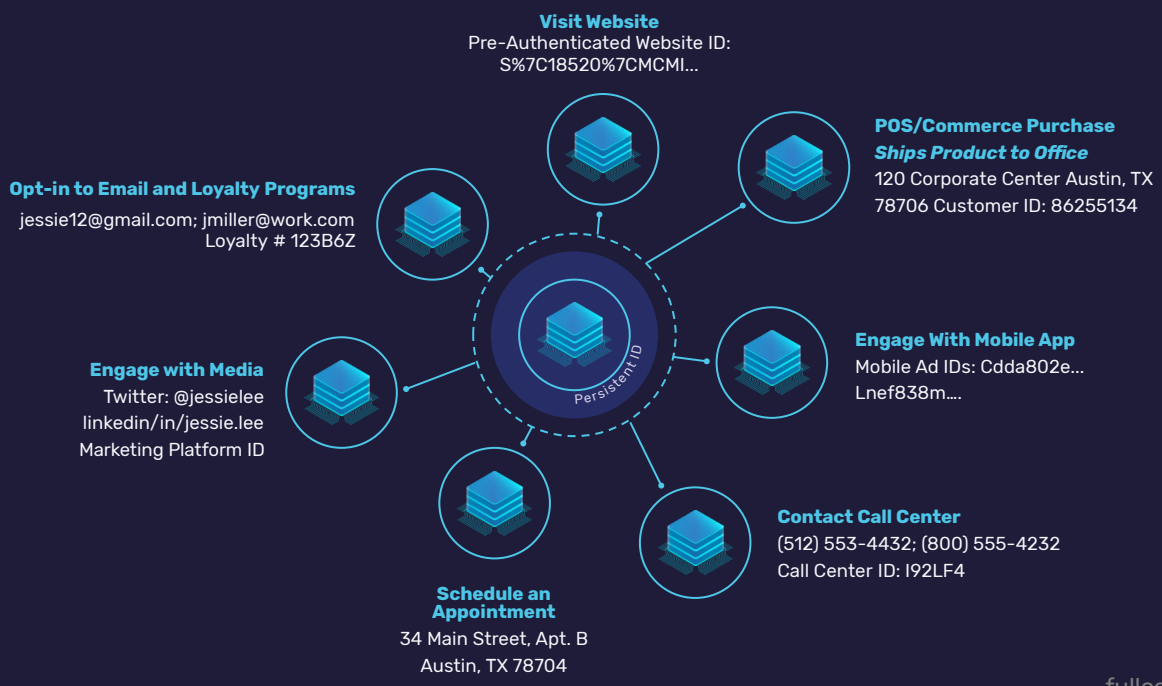
Step 2: Identify & Unify Your Customer Data

After protecting your data in a Private Identity Cloud, you have to connect and consolidate your customer and prospect identities. A person-first identity needs to be persistent, portable, and omnichannel. So no matter where your customers and prospects are engaging, you can recognize them across your entire marketing ecosystem, including loyalty programs, call centers, media partners, email platforms, direct mail, and more.

ACROSS YOUR ENTERPRISE

If you have a person-first ID, you can maintain and synchronize their identity as people progressively engage with your brand in different ways—keeping your customer relationships consistent. When you do that, you simultaneously improve customer experience, increase conversions, and boost loyalty to your brand.

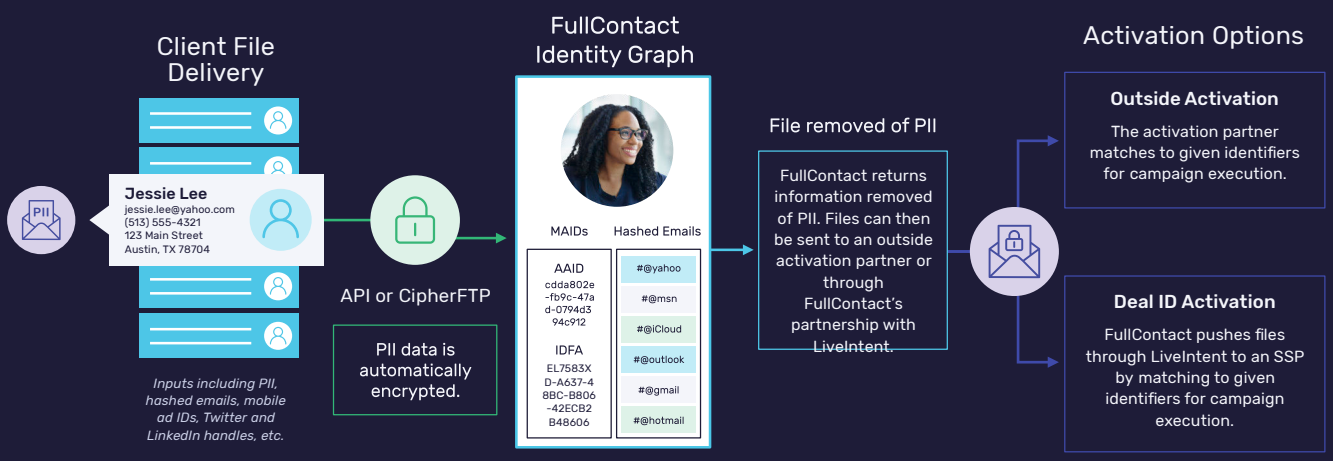
People represent themselves differently as they engage with your brand. Maintaining a persistent ID allows you to recognize a person and maintain a personal identity across channels and over time.



ACROSS YOUR MEDIA ECOSYSTEM, CDP, AND CONTENT SYSTEMS

Providing consistent messaging and experiences throughout the customer journey is crucial for your marketing success. The best approach is a constant, real-time update and synchronization of identifiers across your marketing stack, compiling and applying learnings about your customers as they engage with your brand.

As people engage, key identity characteristics should be continuously mapped in the Private Identity Cloud, including Platform IDs, DSP cookies, internal IDs, hashed emails, and Mobile Ad IDs. Once mapped, these identities should be stored under a single persistent ID. This should be both maintained and available in real-time.



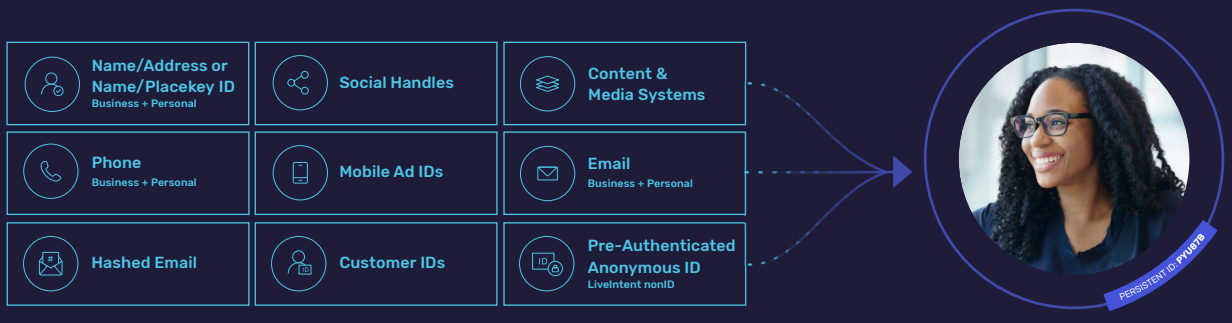
APPLY MISSING MEDIA IDENTIFIERS TO TARGET AND AMPLIFY MEDIA REACH

As a marketer, you might be limited to a single identifier for each of your customers. But that's not going to ensure that you're reaching them with a consistent or impactful message across all available channels. Expand your omnichannel reach while maintaining privacy, by enriching your customers' information with additional incremental touchpoints, such as hashed emails and Mobile Ad IDs.

Media campaigns to your best customers, executed across multiple channels and devices, accelerate return on ad spend. Whether it's your first-party data or second-party data, it needs to be leveraged in an omnichannel fashion.

Hashed emails and Mobile Ad IDs ensure that you're reaching your customers with consistent, specific, and truly personalized messaging.

To get the maximum effect, match on the person-level, not cookies, devices, or households —so you can be certain to get your messaging in front of your intended individuals. Then create audiences using your criteria and activate on your preferred platforms.



Link fragments of identifiers to an individual person.

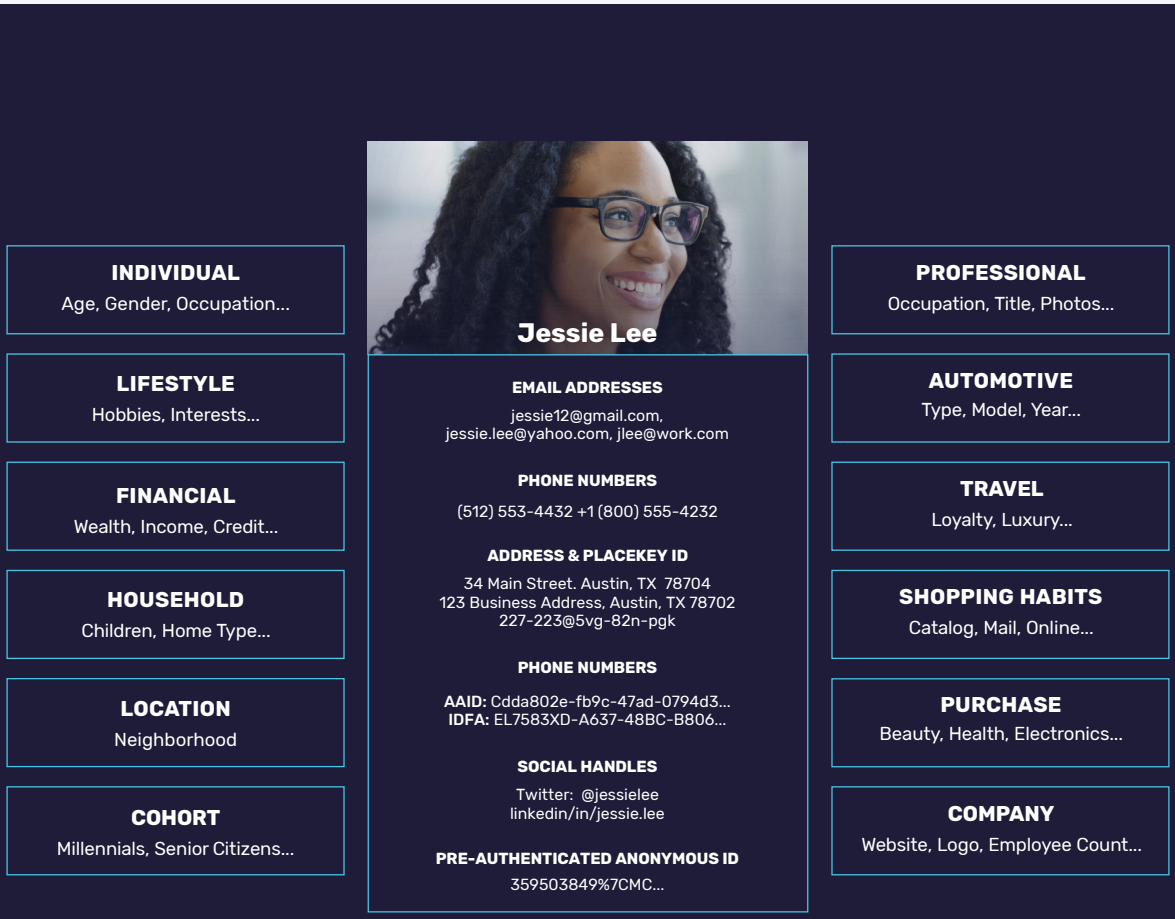
Match to an individual and assign a persistent ID.

Learn About The Whole Person

Step 3: Learn About The Whole Person

Once you have protected, unified, and amplified your data, it's time to expand into a true 360-view of your customers, including their professional and personal identities. Understanding your customers is critical to marketing to them. And since people and their data are constantly in flux, it's important to have their latest information.

Having a multidimensional view of your customers will not only help your marketing, but the enterprise as a whole. It will help you personalize customer experiences, create new merchandising strategies, prioritize and optimize media spend in real-time, and find more customers just like your best customers.



Recognize in Real-time

Step 4: Recognize in Real-time

Your data is protected and unified, and you have a multidimensional view of your customers. Now what?

It's time to activate your data to provide excellent customer interactions and experiences. But the challenge is that people represent themselves differently as they engage with your brand. You need to be able to identify and recognize them across all channels—even when only limited fragments of information are provided.

And you have to do it in real-time.

That's where APIs, easily integrated as core infrastructure, are your friends.

This capability empowers you by connecting fragmented identifiers to a real person you already know. Your customers may download and use your mobile app; from that you have a Mobile Ad ID. They might follow your company on LinkedIn, so you gain their social handle. They might order something and have it shipped to their office. Maybe they sign up for a loyalty program. There are unlimited scenarios in an omnichannel world.

You need to recognize the person who signs up for the loyalty program as the same person who has already had something shipped, so you can make sure your next message creates true value.

Knowing who your customers and prospects are in the moment they're engaging with your brand allows you to customize the content they see and remarket to them in whole new ways. It allows you to increase conversions and amplify your media reach.

Measure Your Omnichannel Performance

Step 5: Measure Your Omnichannel Performance

After protecting your data in a Private Identity Cloud, unifying your customer data, gaining a whole-person view of your customers, and recognizing them in real-time—how do you know if it's making a difference?

To properly measure your campaigns and engagements, you need a common identity layer on sales and transaction data. This enables linking media and sales channels directly, leading to better optimization and more efficient marketing. You need something transparent and incremental, a tool that will let you have full control of measurement based on your actual needs.

The only way to truly bring all of your information together is to have an independent, third-party, anonymous, portable, omnichannel, and **persistent ID** as a source of truth.

So no, cookies won't cut it.

While cookies are still used, they're temporary, and only part of an identity. They can inform the whole picture, but you need a common identity layer.

A Persistent ID is an ID attached to multiple pieces of the core identity, so if one of those identifiers changes (if someone moves or changes their phone number) the ID remains attached to the other parts of that identity and persistency is maintained.

Measuring the effectiveness of your marketing messaging and advertising campaigns is more important than ever. Having a persistent ID empowers you to measure online, offline, and cross-device activities during campaigns. This allows you to optimize for effectiveness—from exposure to conversion.

Once a persistent ID is mapped to a person, the anonymous identifier gives you the ability to measure conversions, even if the conversion event took place on a different channel than where your marketing message was delivered.

The key is literally the real-time mapping of identifiers to a persistent ID.

You can use that persistent ID across your media, and append your persistent identifiers to MAIDs or hashed emails, or tie the persistent ID to media platform IDs, when you activate on the platforms of your choice. They'll carry through to your exposure file and you'll have half of the equation.

The second half of the equation is your conversion file, which contains your customer IDs at the conversion level. Because you mapped a persistent, anonymous ID to your identifiers, and you have exposures and conversions, you'll gain a granular method for attribution—on your terms.

Conclusion

Identity Resolution is a critical enterprise capability needed to differentiate a customer's experience with your brand. Consumers expect relevancy and consistency from you, wherever they engage. If you want to build long-lasting, valuable relationships, you need to meet that expectation. That's best done with an Identity Resolution partner who can help you leverage a privacy-compliant, persistent, person-first Identity in real-time.

FullContact can help you get started down the path by helping you see how many of your contact fragments belong to the same person.

If you have 1 million or more customer records, contact us for a free pilot.

FullContact

*Amplify your ability to recognize and reach real people by **3X**.*
*Or it's on us. **Guaranteed**.*

Real People

Access and map fragmented physical and digital identities into a **persistent PersonID from a single graph**. Omnichannel input and outputs.

- **248 Million People**
- **50 Billion** Individual Omnichannel Identifiers
- **700+** Ethically Sourced Personal and Professional Attributes

Real Control

Leverage your **FullContact Private Identity Cloud™** to protect & control your first-party data across your enterprise. Enable permission-based partnering without commingling data.

Port the **PersonID** across your ecosystem improving targeting, reach, recognition and measurement.

Manage **privacy and permission at a person level** at every touchpoint.

- **SOC2 Type II Compliant**

Real Time

Recognize people across platforms and engagement **in the moments that matter**.

Leverage our machine learning, applied graph theory, and distributed computing to **improve resolution**.

High availability, high throughput, and resilient low latency architecture.

- **30+ Million** Updates per Day
- **40 Millisecond** Response Time