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# A Great Brand Experience Connects Companies with People Across All Touchpoints

It's a given that you want to delight your customers at every interaction. Call it multi-channel marketing, omnichannel marketing, one-to-one communication, high-touch customer service, or any other buzzword that drives customer-facing initiatives: They are all about having meaningful conversations with real people.

**But, how can you engage with real people if you don't actually know who they are?**

Knowing consumers' **identities**—who they are—is a process of understanding how multiple **identifiers** represent the same person.

These identifiers can be:

- Personally identifiable
- Complete or fractional
- Truly “anonymized” or “de-identified” by removing personal information altogether, replacing that information with a distinct code or applying a hashing algorithm, in each case depending on the nature of the data itself and the intended use

In reality, there are only a few unique personal identifiers: social security numbers, email addresses, and mobile phone numbers. Since social security numbers are closely guarded (for good reason), marketers are left with emails and phone numbers as the way they can uniquely distinguish and personally identify consumers across touchpoints. Fewer and fewer consumers publicly list their phone numbers today, and it's rare for email addresses to be listed at all.

You might think that your CRM system would provide unique identity data. However, CRM data is notoriously unreliable, either because it's out of date or because it contains only fractional identifiers based on consumer interaction history—everything from an email address to a home address to in-store point of sale information. All of these identifiers are constantly changing at different rates.

Consumer identity is a **single, accurate, up-to-date view** of a **real person** that:

- Includes **past and present identifiers** like name, address, phone number, and email address
- **Extends across interaction points:** offline, online, mobile, and even emerging touchpoints such as interactive television or wearables
- Takes into account that person's **expressed privacy preferences**
- **Creates a clear picture of the individual people with whom your business interacts**
- **Helps you increase their long-term value**

## FIVE DIFFERENT KINDS OF IDENTIFIERS



- First and last name
- Email addresses
- Mobile phone number
- Business land line
- Social media IDs



- Address/location
- Residential land line



Cookies, pixel tags, IP addresses, or other technology associated with people's computers, browsers, or devices



Advertising identifiers for smartphones or tablets typically associated with one device



Identifiers from interactive TV, Internet of Things, wearables

Companies that use Neustar's authoritative identity to keep their CRM databases fresh update 5-15% of the records in their databases in a given month.

## The Need for Reliable Identity Is Driving Convergence in Technologies Used by Brands

Most brands have a number of technologies in place to understand who their customers are and to communicate with them in a meaningful way. However, these technologies have a common set of challenges:

- They use different identifiers for the same people
- They're generally not integrated or even connected, so they operate as "parallel universes"
- They contain personally identifiable information (PII) that may or may not be up to date
- They have limited information about non-customers, making it hard to interact with unauthenticated site visitors, unidentified callers, or people viewing online ads

Marketing organizations are constantly launching offline, online, inbound, and outbound marketing activities that they'd like to interconnect into a single, personalized experience. Doing so requires a single view across these different data silos. All of the systems described below complement each other, and they can create end-to-end customer experiences pre- and post-sale—but only as long as identities are resolved across these systems and across consumers' devices. This is a gap that few companies have learned to fill.

	CRM (including Marketing Automation Systems)	Billing Systems	Direct Marketing Systems (Direct Email Solutions, etc.)	Digital Advertising Technologies
ADVANTAGES	<ul style="list-style-type: none"> <li>▪ Rich in PII for existing customers and engaged prospects</li> <li>▪ Attribute data (purchase propensities, purchase history, best time to contact, etc.) that's actionable for personalizing service, cross-selling, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Accurate information on existing customers</li> <li>▪ Recurring relationship keeps data current</li> </ul>	<ul style="list-style-type: none"> <li>▪ Potential large numbers of consumers represented</li> </ul>	<ul style="list-style-type: none"> <li>▪ Broad potential reach: all Internet and Mobile Internet users</li> <li>▪ Rich in behavioral data</li> </ul>
DISADVANTAGES	<ul style="list-style-type: none"> <li>▪ Data gets stale</li> <li>▪ Duplicate records often created when consumers move, change their phone numbers, use different email addresses, or use variants of their names</li> <li>▪ Limited data on non-customers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Often incomplete (missing mobile phone number or postal address, etc.)</li> <li>▪ Little attribute data (purchase history)</li> <li>▪ Data limited to customers</li> </ul>	<ul style="list-style-type: none"> <li>▪ No way to unify identifiers across systems</li> <li>▪ Low quality for prospecting</li> <li>▪ Many sources duplicated and/or disconnected</li> </ul>	<ul style="list-style-type: none"> <li>▪ Use anonymous identifiers (cookies, mobile device advertising identifiers, etc.)</li> <li>▪ Data is often unreliable and short-lived</li> </ul>
BEST USE	Interacting with "known" individuals over the phone or through email, direct mail, or web interactions with authenticated users	Managing recurring, transactional relationships with customers	Reaching a broad set of prospective customers with a generic, non-personalized message via direct mail or email	Reaching a broad set of prospects with the most relevant messaging based on known and inferred behaviors

In today's omnichannel world, marketers need an authoritative consumer recognition methodology to provide personalized messages as people engage with your advertising across channels and devices. At Neustar, we call this approach to customer recognition **"authoritative identity."** This same methodology is also used to verify a consumer's identity when you only have a partial identifier, such as a phone number in a call center.

**An authoritative identity provides the glue to tie together different marketing technologies** so that you can execute on the next wave of marketing strategies.

1. It is a "translation layer" that ties together otherwise disparate information, channels, and devices
2. It enables portability of customer and segmentation data across technologies
3. It creates a single picture of the consumer, producing horizontal marketing intelligence across all of the systems and technologies and more meaningful interactions with both customers and prospects.

## NEUSTAR'S AUTHORITATIVE IDENTITY METHODOLOGY PLAYS A CRITICAL ROLE IN



Customer lifetime value/  
profitability modeling



Effective media targeting  
strategies such as look-alike  
modeling and retargeting



Cross-channel advertising and  
attribution



CRM  
cleansing



Lead  
intelligence



Call center  
productivity



Credit origination  
fraud detection



Transaction  
fraud detection



Mobile payment  
fraud detection