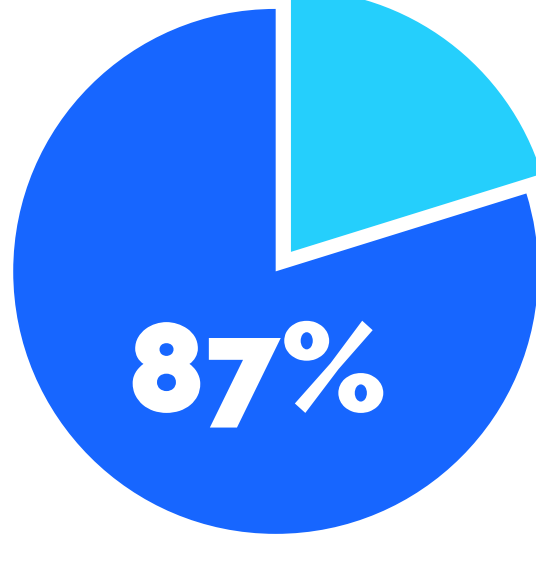


5 Identity Misfires & How to Overcome Them

With so much customer data collected across various touchpoints, channels, and walled gardens, it can be difficult to get a comprehensive view of each customer and avoid duplicate contacts in your database.



87% of marketers claim that data is their company's most under-utilized asset.

Brands know that customers expect personalization and seamless experiences across devices and channels—but they're also more concerned about privacy than ever before. The solution: effective identity management.

Identity resolution transforms fragmented data collected across multiple sources into cohesive, up-to-date customer records.

What is Identity Resolution?

Identity resolution is the practice of combining disparate identifiers into a single customer identity. This process enables advertisers to recognize users consistently across devices, apps, walled gardens, internal datasets, and websites—while maintaining privacy and compliance with regulations.

5 Identity Misfires to Avoid

1

Repetitive messaging, leading to brand fatigue.

48% of consumers find repetitive ads "annoying" and blame brands for the repetition.

2

Generalized communications, leading to poor ROI.

72% of consumers want brands to demonstrate that they understand and care about their unique needs before even making a purchase.

3

Inconsistency across channels, leading to missed opportunities.

Brands with disparate messaging and fragmented targeting are missing out on a revenue increase of **up to 23%**.

4

Privacy non-compliance, leading to complaints.

Failure to comply with privacy regulations like CCPA can cost brands **\$2,500 per breach**.

5

Ineffective attribution, leading to poor reporting.

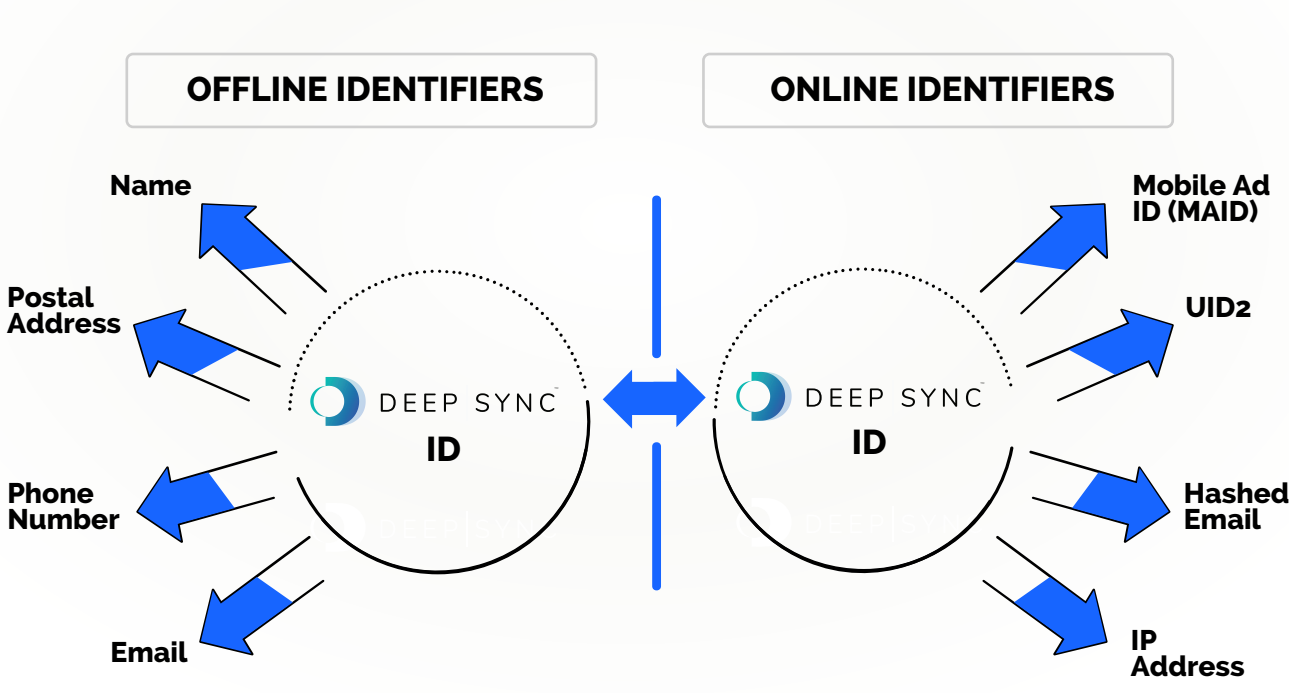
62% of marketers don't have the data they need to support cross-channel decision-making.

The Solution? Identity Resolution.

Identity resolution services use advanced algorithms to link disparate data to a persistent ID. This process provides a desirable, actionable single-customer view—making it easy to dedupe your customer records, ensure your database is up-to-date, and reach more of your customers online and offline.

How It Works

Identity Resolution



The Result: Improved customer engagement, loyalty, sales, marketing efficiency, and operational performance.

Marketers See Significant Results with Identity Programs

Increased Customer Loyalty and Retention

- 93% of companies with advanced personalization strategies report an increase in customer retention (Evergage).
- Loyal customers are worth up to 10X more than their first purchase (White House Office of Consumer Affairs).

Enhanced Marketing Efficiency and ROI

- 76% of marketers say that having accurate customer data is key to increasing ROI from personalized marketing (Forrester).
- Offline-to-online identifiers are connected deterministically, based on observed PII linkages for accuracy and stability.
- Leading Cloud deployment, and integrations that enable clients to leverage the power of Deep Sync data in their own environment without sharing 1P data.

Improved Data Security and Compliance

- Retailers that suffered from data breaches experienced an average customer churn rate of 5.4% (Ponemon Institute).
- 54% of consumers are more willing to share personal data with brands they trust, indicating that strong data security helps in building customer trust (Salesforce).

1.

Improved Customer Personalization and Experience

- 80% of consumers are more likely to purchase from a brand that offers personalized experiences (Epsilon).
- 48% of consumers spend more when their experience is personalized (Segment).

2.

Better Omnichannel Integration and Sales Growth

- Companies with strong omnichannel customer engagement strategies retain an average of 89% of their customers, compared to 33% for companies with weak omnichannel strategies (Invesp).
- Omnichannel shoppers have a 30% higher lifetime value than those who shop using only one channel (Google).

3.

4.

Increased Operational Efficiency

- 90% of marketers believe that integrating customer data from multiple touchpoints into a unified view leads to improved operational efficiency (Salesforce).
- Retailers that invest in personalization at scale see revenue increases between 5% and 15%, with cost savings of 10% to 20% (McKinsey).

5.

6.

Higher Conversion Rates

- Personalized product recommendations can increase conversion rates by up to 4.5 times (Monetate).
- Businesses that use data-driven marketing are 6 times more likely to be profitable year-over-year (Forbes Insights).

7.

Learn more about Identity Resolution [here](#).

Why Deep Sync?

Deep Sync's identity graph is built from the ground up on a framework of direct mail-grade personal information for real-world individuals and households using persistent identifiers that move with consumers' life events.

Deep Sync offers:

- Name and postal address coverage for more than 260 million U.S. consumers age 18 and older
- Highly exclusive weekly postal updates; our data spine leverages this truth set
- Offline-to-online identifiers are connected deterministically, based on observed PII linkages for accuracy and stability
- Leading Cloud deployment, and integrations that enable clients to leverage the power of Deep Sync data in their own environment without sharing 1P data

About Deep Sync

Deep Sync is the industry leader in deterministic identity and AI-powered data solutions. Leveraging our 35-year foundation of compiling direct mail-grade datasets, Deep Sync develops data-first technologies that power marketing, measurement, AI, and business intelligence for agencies and brands with our fully deterministic identity graph, privacy-first audiences, comprehensive data solutions, and integrations with leading platforms and cloud providers. To learn more about Deep Sync, visit www.deepsync.com

