An aerial photograph of a paved plaza with a grid pattern. Several groups of people are walking or standing. The top half of the image is overlaid with an orange banner containing text. The bottom half shows a garden area with purple and yellow flowers next to the plaza.

The Ultimate Guide to Managing an Identity Graph in 2021

What it is, how it creates value, and why it's essential for every marketer

infutor

Identity Powers Marketing

The ability to identify consumers across platforms, devices and channels is the foundational requirement for contextual marketing and personalization, from analytics to execution and attribution. It's becoming a greater and greater challenge. Households have an average of 11 connected devices¹, a number that will only grow as OTT streaming services and IoT devices proliferate.

In 2020, marketers' challenges grew – and will continue growing in 2021 and beyond – further than the addition of more devices and different services.

They'll be tasked with navigating the **imminent demise of the third-party cookie** (Google Chrome will officially join the other major browsers in eliminating them by 2022) and how that loss will impact their relationship with martech platforms, agencies, publishers and consumers.

Marketers must adapt to the **ramifications of the pandemic**. This global event reshaped consumers' buying behaviors, lifestyles, and in some cases affected consumers at the household level with relocations of workers and students remaining home.

Privacy regulations also continue to evolve at an unprecedented rate. The dust is far from settled in terms of the impact of the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). In 2020, the nonprofit organization responsible for the push to get CCPA on the ballot in 2018 helped pass the California Privacy Rights Act (CPRA), which is largely viewed by officials as "CCPA 2.0".

Despite all of these difficulties, however, marketers must find reliable tools to resolve consumer identities. As Forrester analyst Joe Stanhope notes,

*"Identity resolution is a key enabler for contextual marketing by connecting multiple sources of identity and customer information to support robust targeting, personalization, and addressability across touchpoints and devices."*²

Marketers need a source of truth to identify consumers. That is the job of an identity graph: to recognize consumers and their associated profiles and attributes – providing the insights to improve the consumer experiences you deliver across inbound and outbound engagements.

Because identity graphs are relatively new, there is widespread confusion over what they can and should do and how they do it – even whether your brand really needs one.

As consumer identity management experts, Infutor created the ultimate guide to help you develop your own answers.



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What is an Identity Graph?

An identity graph turns the unknown consumer into the known, enabling your brand to recognize customers – and know their history, needs, and interests – across any channels they choose for their interactions. In addition to the identity graph, there are other types of graphs such as household graphs that can match and resolve consumers at the household level and digital graphs that resolve digital identities. For this guide, though, we'll mostly focus on the identity graph.

An identity graph is a central data repository that comprises all your consumer touchpoint data along with data from other, disparate sources. It provides a linked, multidimensional view of each consumer or household through their life journey – past, present and (through modeling) future. It completes missing data elements while correcting outdated ones. An identity graph is your brand's source of truth for consumer identity and interactions.



Think of it as a huge Sudoku puzzle that brings together all the relevant information required to power personalized marketing to your customers and prospects:

- Identity and contact information, including name and aliases or nicknames, current and former street addresses, email addresses, phone numbers and more
- Household identifiers to identify consumers that reside at the same address
- Devices, including device IDs, email programs and social media
- Demographic and psychographic characteristics
- Buying and other defining preferences
- Purchase history and other interactions over time

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To create this comprehensive picture, identity graphs incorporate three kinds of data:

- 1 Identity data** that defines who and where your customers and prospects are, and how to reach them
- 2 Profiles built from attribute data** that provide a context for establishing predictive behavior, including demographics, psychographics, preferences and purchase data
- 3 Intelligence data** that drives decision-making for marketing efforts, such as modeled preferences and attributes as well as predicted behavior and purchases

Why Do You Need an Identity Graph?

Knowing a consumer's identity is a prerequisite for personalized marketing. And personalized marketing works.



In its latest "State of the Connected Customer" study³, Salesforce reports that **73%** of customers expect companies to personalize content to their needs and expectations.



78% said they expect consistent interactions across departments

Unfortunately, accurately recognizing consumers and tracking their activities has become increasingly difficult as they move effortlessly from home to car to work, from one device to another, from email click to website visit to mobile app to streaming device.

Adding to the challenge: Consumer identity data is constantly changing

>4 million
people marry



≈4 million
have children



≈1 in 9
consumers move



1 in 3 change
email addresses



1.5 million
new addresses



50 million phone
number changes



In 2020, the average consumer had access to:

10 connected devices in their household and **3+** emails⁴

By gathering all known instances of a consumer into a single identity, along with profile and attribute data – and ensuring it is both accurate and current – an identity graph unlocks the full potential of contextual marketing:

- **Improving accuracy** in every element of your personalized cross-device marketing process, both inbound and outbound: analytics, segmentation, targeting, recognition, personalization, fulfillment and remarketing
- **Improving the relevance** of automated messaging, and the accuracy and reliability of AI and machine-learning in marketing applications
- **Optimizing the customer experience** across multiple devices and channels, supporting consumer recognition regardless of how they choose to interact, whether inbound or outbound
- **Enabling more accurate and reliable metrics** in tracking and measuring marketing campaigns and tools and attributing conversions and sales, to enable you to identify and optimize the highest performing marketing channels
- **Creating a more solid foundation** for analytics and data modeling to support better decision-making based on consumer data and intelligence



30% of CRM data is either outdated, incomplete, or inaccurate at any given time⁵

How Does an Identity Graph Differ from a CRM or CDP?

While Customer Relationship Management (CRM) systems and Customer Data Platforms (CDP) are also customer data repositories, they do not house the same data or deliver the same capabilities to resolve consumer identities that an identity graph provides.

A CRM houses transactional data from your customers. It doesn't normally include data on prospects, and even for customers doesn't include all the data required to produce a truly complete view at any one time, much less through time. It does not recognize that transactions involving a customer with a nickname or different email addresses actually represent a single customer.

As a result, the data it houses is often incomplete, misrepresentative and inaccurate. In addition, CRMs are complex, multipurpose platforms requiring the expertise of your IT department, which can limit access and availability of the data to your marketing teams.

A CDP unifies your customer data across platforms and marketing channels. However, it is generally limited to your own 1st party data. It is often controlled by a marketing or mar-tech team to support analytics across channels and campaigns, and is an evolution of "data warehouses" that draw on customer data from different systems.

Because it only includes your 1st party data, which is often missing critical identifiers, a CDP has gaps in identity data that can lead to inconsistent and inaccurate resolution. Attribute and behavioral data is likely to be fragmentary and incomplete. All CDP data – like CRM data – can be out of date, leading to inaccurate personalization and targeting. To help fill the gaps, many CDPs opt to partner with third-party identity resolution and identity graph experts to create an enriched foundational identity data management solution with more complete and accurate customer profiles.

An identity graph is a source of truth for consumer data, including both customers and prospects. It incorporates 2nd and 3rd party data to bolster your own 1st party data, along with attribute, behavioral and intelligence data to provide a far more complete and accurate consumer profile.

An identity graph can resolve multiple instances of a customer using different identifiers into a single identity, creating a more accurate and complete record and adding critical nuances to customer knowledge. It also incorporates mechanisms to update consumer data, ensuring that it is current and relevant. In fact, both a CRM and a CDP will benefit from receiving updated and more accurate customer information from an identity graph.

How Does an Identity Graph Create Value for Your Brand?

Three key functionalities enable an identity graph to deliver irreplaceable value as your brand's source of truth in consumer data:

1

INGESTION

2

OPTIMIZATION

3

DEPLOYMENT



Ingestion

An identity graph is capable of accepting, verifying, completing and incorporating inbound data from multiple sources:

- **Data from your brand's initial interactions** with prospects or new customers, including anonymous visits to your website or call center, short interactions that may yield only partial or incomplete identifiers, and fuller and more accurate records from a completed purchase
- **Existing 1st party customer data** in your CRM, billing and other enterprise systems
- **Identity data from outside sources**, including social media platforms and other 2nd and 3rd party data
- **Attribute and intelligence data** from your systems as well as other sources

Importantly, the ingestion capabilities of an identity graph include processes to verify, clean, normalize, complete, link and score the data, ensuring that even initially incomplete identity information is complete, accurate, up-to-date, and deployable. Validation dates are appended to data elements to enable tracking of their currency.

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An identity graph should incorporate a “truth set” of verified consumer identity data to enable benchmarking for overall accuracy





Billboy85
on Twitter



William Smith
on LinkedIn



Bill Smith
in CRM



Optimization

Optimization is perhaps the most critical process to the efficacy of an identity graph, converting what begins as unresolved, incomplete and inaccurate data elements into a unified and effective personalization powerhouse.

In 2021, optimization and linking of consumer data will only become more challenging for marketers as consumers use more and more connected and anonymous devices. And as mentioned, 2020 brought unprecedented movement and behavioral changes that make consumer data linking more crucial than ever. For marketers, failing to link is a missed opportunity, and incorrect linking can create reputation issues (addressing a person by wrong name, sending multiple messages with conflicting offers, and more). And unlinking is extremely difficult and expensive.

However, robust optimization processes will correctly link a rising number of conflicting data elements to ensure consumer identities can be correctly resolved – so your identity graph recognizes:

Optimization also includes processes to continuously update both:

- **Identity data**, to ensure ongoing accuracy
- **Attribute data**, to track the changing preferences and needs of your customers as their life journeys unfold

For example, optimization processes incorporate intelligence and learnings from outbound campaigns and other outreach activities as well as other customer touches.

Deployment

Deployment ensures that an identity graph can effectively support operational requirements for recognizing consumers and personalizing their interactions with your brand. Deployment can include:

- **Personalization and optimization of outbound marketing** efforts, including email, digital display advertising, video content, direct mail, OTT television advertising and more
- **Real-time recognition of inbound website visitors** to drive individualized, optimized browsing and shopping experiences
- **Resolution of consumers across multiple touchpoints** to optimize omnichannel experiences and improve engagement
- **Recognition of inbound inquiries** to customer service to enable agents to personalize the service experience
- **Personalization** for modeling, testing and attribution
- **Reduction of wasted, duplicated efforts** across all functions
- The leveraging of all of the above for **campaign attribution and measurement**

Your identity graph should be flexible and scalable, enabling your brand to improve accuracy in recognition and personalization at scale, reaching more of your best customers and prospects with more relevant messaging and engaging experiences.



Choosing a Technology Foundation

The choices you make about how you will configure and operate your identity graph are crucial to its ultimate effectiveness in your business applications.

Hosted or in-house?

An **in-house solution** gives you complete control over the development and operation of your identity graph. It requires a robust hardware infrastructure with significant data storage and processing capabilities, and can thus involve substantial capital costs. It also requires a strong commitment in IT expertise and staff time.

Hosted solutions are common. While this option does involve less direct organizational control, it can be an effective solution when implemented by a trusted partner with a track record of success in IT, security, privacy and client service capabilities.

However, it is essential to choose a hosting partner who can deliver all the capabilities you require, particularly regarding the kinds of data your identity graph can ingest, as well as access to its details.

Cloud or on-premise?

A **cloud option** provides the operational control of an in-house solution without all the heavy infrastructure demands. It allows your brand to acquire capacity elastically, as needed, and enables testing of new initiatives at a low cost. With appropriate networking protocols it is virtually as secure as an on-premise solution.

Hybrid solutions?

Neither of these choices are necessarily all-or-nothing decisions. Many organizations start with a **hybrid solution** that utilizes outside resources guided by in-house IT expertise to undertake initial development of the identity graph, with more of the work shifting to in house staff as resources become available and the effort gains momentum.

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"Identity [solutions] must be a well-funded and executive-supported initiative. It must have a clear owner who sits closest to functions such as data science and customer analytics, modeling and measurement."⁶



Planning for Success

You can simplify development and deployment of your identity graph by anticipating key requirements and planning accordingly.

Capacity needs and resource commitments

An identity graph can easily involve hundreds of millions – even billions – of records, which can take weeks to process and refresh with typical IT resources. Before undertaking an in-house solution, ensure that your available storage and performance capacity will support your needs.



Similarly, be sure that organizational resources are available to support the operation of your identity graph, especially for an in-house solution. An identity graph involves buy-in and ongoing commitments from more than just the IT and martech teams that develop and build it. It involves everyone who will interact with it – your marketing, customer service, and digital teams, as well as store personnel if you have physical locations.

Data architecture, security and success metrics

Naturally you'll need to establish data architecture for your identity graph before any serious development work begins. Engage with the appropriate IT team to convey what your identity graph data represents and how it will be used.

Policies and practices for data security and governance, such as who can access the data and how that access will be controlled, must also be established.

Finally, take the time to **plan key performance metrics** for your identity graph. Knowing from the outset what data you will need to measure its success, and planning for how it will be recorded and accessed, will make your life easier and your IT team happier.

According to a Gartner analysis, worldwide IT spending is expected to rise from 2020 to 2021⁷

Overall IT:	+4.3%
IT Services:	+5.5%
Enterprise Software:	+7.4%
Data Center Systems:	+6.2%

Establishing a Data Foundation

Since data is the alpha and omega of your identity graph, it's essential to understand how to leverage your data resources to create a tool that will deliver the capabilities you seek.

- 1 **Identify all data assets**, including all your party consumer data, that need to be included in your identity graph. Don't overlook data from siloed systems, including legacy systems.
- 2 **Survey the data** to understand how its different elements are or can be linked, and whether there are consistent gaps in the available identity data.
- 3 **Determine a persistent identity marker**. This will serve as the foundational identity key in your identity graph, and should be unique. It should not have intelligence back to your systems or be a composite key. Don't use identifiers such as email addresses or phone numbers, because they change so frequently they cannot be truly persistent. Even a social security number is not a good choice, as they can be mistyped.
- 4 **Evaluate the gaps** in your identity data to determine the kinds of data you will need to ingest from 2nd and 3rd party sources to complete your identity graph. Consider gaps in data quality as well as coverage. For example: whether your coverage of offline identity markers such as telephone numbers or digital markers like mobile ad IDs is thin and requires additional sources, or whether data from older or siloed systems is stale and in need of verification and updating.

- 5 **Identify the attribute and intelligence data** you will want to ingest to build and add depth to your consumer profiles and create more usefully complete consumer portraits, such as demographic, behavioral and intent data. This can include hundreds of attributes such as presence of children, home value, income and intelligence and predictive attributes such as age, marital status, income, and lifestyle preferences that fuels artificial intelligence and machine learning. Start with your own transactional data that tracks website visits, purchases and the like, and look beyond to trusted 3rd party sources.



About Ingestion: Core Processes

Data ingestion practices and procedures are important keys to gaining value from an identity graph.

YOUR GOAL is to establish processes and procedures that ensure clean, accurate data and match partial identities to existing consumers in your identity graph. When data is clean, standardized, linked, de-duplicated and free of errors it ensures a better customer experience and leads to improved retention and customer lifetime value. When data is inaccurate or “broken,” there’s a high risk of wasting time and resources associated with irrelevant or inaccurate communications.

- **Hygiene and standardization** ensure that newly ingested data is usable and appropriate. For example, confirm that domestic telephone numbers are ten digits, with no dashes or letters; that email addresses end with a valid domain; and that physical addresses are verifiable by the post office.
- **Elimination of noise and trolls** removes obviously inaccurate or fake identities, such as those that include or contain obscenities or swear words in English and other languages. You should also remove obviously inaccurate or fake addresses, such as 1600 Pennsylvania Avenue in Washington, DC.
- **Linking is the process of accurately associating** incoming consumer identity elements with existing consumers in your identity graph, when they actually represent the same individual. Because consumers interact with your brand from different

devices in different places, with variations in proper names and nicknames, linking requires the application of computer science techniques to resolve fuzziness in matches.

Real-time or batch processing?

Batch processing for data ingestion is typically less expensive, and if performed often and regularly can provide a reasonably high degree of currency in consumer data.

Real-time processing requires a more robust network infrastructure and complex data handling procedures. However, it is the only real choice if your applications involve always-on, always-current consumer recognition – like to power real-time personalization for website experiences, mobile device communications and other inbound and outbound marketing efforts.



About Ingestion: Kinds of Data

Your identity graph will involve multiples types and sources of consumer data. Knowing the differences allows you to create effective policies for data ingestion.

YOUR GOAL is to use deterministic and 1st party data as the core of your identity graph, with other data from trusted sources to add scale and depth

Deterministic data is unique to the consumer and often consumer-submitted and therefore has a very high degree of reliability and accuracy. Examples include a credit card number or mailing address for a completed order. While it is not fail-safe – consumers can and do make mistakes entering data – it is generally considered the most accurate type of data.

Probabilistic data is not confirmed by consumers, and in many cases represents an educated guess. An example is demographic data associated with a consumer based on the Zip+4 for their mailing address.

Probabilistic data is available at much greater scale, but its accuracy is dependent on the quality of the techniques used to match it with consumers, making it important to evaluate the quality and reliability of its source. Probabilistic data can also be less expensive. And in applications such as modeling that require large amounts of data – and for which the accuracy of any single data point is not as critical to success – data that has been intelligently modeled or inferred can be an important alternative and valuable resource.








Both deterministic and probabilistic data are available from a variety of sources and providers


- **1st party data** is your own data, and as a result is highly trustworthy. Keep in mind, however, that data from non-purchase interactions such as consumer interest forms – even though it comes directly from consumers – is more likely to be incomplete or inaccurate. (See next page for more details on testing against a truth set.)
- **2nd party data** is less commonly available, and is someone else's 1st party data, direct from the source. Examples include telephone data sourced directly from a telco provider, or voter data obtained from a government agency. In evaluating its quality it's important to know its currency as well as the source's collection methods.
- **3rd party data** comes from data aggregators, and can include both deterministic and probabilistic data. The quality of 3rd party data, including deterministic data, is dependent on the standards of the aggregator.

About Ingestion: Data Verification and Updating

An identity graph must be a dynamic resource; it is never static, because consumer data changes daily.






YOUR GOAL is to validate new, incoming data and implement a strategy for continuous, long-term verification and updating.


	James Smith	AGE	32
	103 Main St, Apt 304	INCOME	\$62k
	312-555-1247	STATUS	Single
	jsmitty2@email.com	KIDS	0
	james.w.smith	HOME	City Renter
		CAR	Ford Mustang



2015

2021

	James Smith	AGE	38
	103 Main St, Apt 304	INCOME	\$90k
	312-555-1247	STATUS	Married
	jsmitty2@email.com	KIDS	2
	Jim W. Smith	HOME	Suburban Owner
		CAR	Ford Explorer



Verifying data accuracy with a truth set

A truth set is a representative sample of consumers from your identity graph **with known accuracy**, such as 99 percent. You can measure new data for ingestion against the truth set to benchmark its accuracy, and help you understand how much work is needed to clean and verify it.

Validation dates

Every element should have an associated **validation date** that captures when the data was last confirmed or successfully used.

You should also establish benchmarks for the time interval that will trigger re-verification or elimination for each type of data element. For example, a social security number is not likely to change, and can have a very long interval before re-verification. Email addresses, on the other hand, can change often; you may set an interval as short as a few months.

Attribute data needs to be regularly validated and verified, as consumers' lives and needs change over time – sometimes literally overnight. A home purchase or new baby, for example, will trigger new and different purchasing needs and interests.

Real-time or batch verification?

The solution you chose for ingesting new data will likely carry over to verification. If you use a batch solution, be sure to set a time frame for updating that will accommodate your application requirements.

About Optimization

Optimizing identity data to resolve multiple similar but non-matching data elements and link them into a single consumer identity may be the most important capability in an identity graph.

YOUR GOAL is to strike the right balance in resolving similar data elements accurately without falsely linking two consumers in a single identity.

Consumers interact with brands from home and work, via mobile devices and social media. They shop on the website, call customer service, and make a purchase at a physical location. Each of these interactions can record a different phone number, a different email or physical address, and different versions or spellings of a proper name or nicknames.

As a result, you have multiple records for the same person with different identity elements

At the same time, you have single records that actually reflect multiple individuals within the same household, as when different family members use the same computer or use the same app on a shared tablet or connected TV.

This fuzziness in identity data can be resolved using a range of tools and techniques to tie together data elements that don't match exactly, and separate individuals from elements that appear to match. The result of the former is a more complete record of a consumer with multiple different but valid emails, phone

numbers and mobile ad IDs. For the latter, the result is more accurate consumer records that can avoid inappropriate offers targeted to the wrong user of the device.

*Optimizing an identity graph requires proprietary linkage algorithms to correctly identify an individual, involving as many as **50,000 rules to test and score data***

By correctly linking data to actual individuals, your identity graph enables you to market to and capture more of their interactions, producing better marketing returns and more accurate data on behavior and needs while avoiding inappropriate or mistargeted contacts.

The key is to strike the right balance. Being too aggressive in linking records can combine two different consumers into a single incorrect identity – with serious consequences:

- 1 While a **failure to link** results in missed marketing or analytical opportunities, an **incorrect link** can damage your brand's reputation. You may address a customer by the wrong name, or send them multiple conflicting offers.
- 2 **Unlinking is extremely difficult** because identity graph data feeds into other systems and because unwinding a single source of information from thousands of automated processes is cost-prohibitive.

About Deployment

To ensure your brand gains the full benefits of an identity graph, plan for a deployment that will connect with consumers at all relevant touchpoints.

YOUR GOAL is to leverage accurate identity resolution at scale to reach more of your best customers and prospects across the maximum number of interactions.

Start by determining all methods for deployment that are relevant to your brand, including social media, digital display and video channels, websites, mobile devices and apps, telephone, OTT and addressable television, traditional direct mail, and inbound customer service via telephone and web, as well as modeling and analytics.

U.S. consumers' time spent with media in 2020⁷

Rose by **more than 1 hour per day**
to **13 hours, 35 minutes**

Digital platforms accounted for over half
of that time with **7 hours, 31 minutes**



Ensure that your identity graph is able to trigger personalized responses as consumers interact with your brand while ingesting new data from these touchpoints to gain scale with new customers, and update and re-validate data elements for existing customers.

A robust deployment such as this will deliver important benefits to your brand:

- **Optimized omnichannel customer experiences** by resolving every customer interaction to deliver the most relevant, consistent message to your consumers
- **More accurate lookalike consumers** as analytics acts on resolved customer identities tied to engagements and purchases
- **More accurate marketing insights** and strategies driven by optimized modeling and analytics based on more accurate and complete customer interaction data
- **More accurate attribution** from higher numbers of resolved customer identities at multiple touchpoints, enabling a more cost-effective marketing spend and improvements in lead quality and conversions
- **Reduced waste in marketing spend** from fewer duplicated impressions, and outbound campaigns that target consumers on their favored channels

Data Security and Privacy

Your identity graph houses highly personal data from your customers, making privacy and security a primary concern for ethical and legal reasons – and your brand's reputation.

YOUR GOAL is to establish strong, effective security policies and encryption practices to ensure private customer data remains private.

- **Establish clear, strong policies governing data security.** Your policies should specify who can access each type of data, and under what conditions or for what purposes. Employees, contractors and others who interact with your data systems should be required to follow security policies.
- **Support your access policies with secure logs and automatic alerts.** Your logs should capture every instance of access to identity graph data, with a time-stamped record that captures who is accessing what pieces of data.

- **Encrypt your identity graph data.** It should be encrypted at rest, but also when in transit between other systems. Your identity graph data should never be visible to anyone.
- **Embrace new technologies.** Synthetic keys, which are unique numeric record identifiers, are an example of a new technology that organizations can utilize for data onboarding and exchanging in a privacy compliant way that doesn't use personally identifiable information (PII).
- **Follow data and privacy laws and regulations.** Be sure your brand is monitoring developments in data privacy laws, and tracking compliance with any applicable legal requirements as well as industry self-regulation best practices.

Practices such as the General Data Protection Regulation (GDPR), governing data protection and privacy for the European Union, the California Consumer Privacy Act (CCPA), and California Privacy Rights Act (CPRA) have evolved extensively since their introductions and will continue to do so. Remaining thoughtful and adapting as legislation progresses will keep organizations on the right side of the act – legally speaking and in terms of consumer relations.

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Security Matters:

*In 2019, more than **1500 data breaches** in the U.S. alone exposed more than **164 million records**⁹*



An Identity Graph Should Power Your Marketing

An identity graph provides immense value in driving marketing, analytics, modeling, attribution and other efforts involving customer recognition and personalization. It provides your brand with a source of truth that enables you to:

- **Recognize customers** across all touchpoints in real time
- **Track their changing behaviors** and purchases
- **Gain more complete insights** into their interests and needs
- **Personalize their experiences** in all channels
- **All with unprecedented accuracy**

That, in turn, can deliver an increased return on advertising and marketing spending and consistent growth in top-line revenue.

Creating and maintaining an identity graph, however, is a substantial undertaking that requires careful planning, significant expertise in martech and data science, and a robust IT infrastructure. Many organizations may feel it is beyond their capabilities.

Yet many marketing experts recommend that brands control their own identity graph.

- An **identity graph provided by a partner**, such as a social network, may be limited by the capabilities and insights the partner can provide
- A **third-party identity graph** may not provide you with consumer-level data or insights

You can, however, steer a middle course – by drawing on the capabilities of a proven expert in identity data with experience in creating and operating an identity graph to help you create your own solution. This approach avoids the heavy lifting involved in creating an identity graph from scratch, yet delivers all the benefits of having your own powerful, state-of-the-art identity graph solution, enabling your brand to power contextualized marketing and analytics at the highest levels of accuracy and resolution.

Learn how Infutor's TrueSource™ Identity Graph can add value to all of your marketing engagements

infutor.com/identity-graph

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Why Infutor?

Infutor is the expert in Consumer Identity Management, 100% focused on enabling brands to know everything they need to about consumers, to instantly make informed marketing and risk decisions.

Our experience linking trusted data sources results in solutions that identify, verify and score inbound consumers, on demand, with as little as a single identifier; link customer data; update/add missing identifiers and enhanced attributes; and enable increased digital campaign reach through higher onboarding match rates.

Infutor gives brands a secure, privacy compliant foundation to improve inbound engagements and outbound marketing reach, and to minimize fraud and collections risk.

Infutor's own TrueSource™ Identity Graph is the most authoritative collection of consumer data, attributes and intelligence that makes cross-channel engagement personal – and measurably effective for brands. Our secure and privacy-compliant ID graph enables marketers to create relevant, real-time experiences in whichever channel people engage with a brand.



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The Consumer Identity Management Experts