



Dear Jill,

The year may be winding down, but as you're looking toward 2020, consider that it might be the best time to address your identity resolution issues—before you launch your next big campaign.

A recent article in DMN stressed the importance of identity resolution and leveraging third-party data: "...as consumers use more digital tools and devices throughout their day, third-party data and privacy-compliant identity resolution become key ways for marketers to stay relevant in their interactions when consumers do so much outside of any one company's specific channels."

Recently, Experian announced Mobile Ad ID (MAID) resolution capabilities, developed in collaboration with our Experian DataLabs analytics research and development group. The solution draws on Experian's data and identity assets and makes them user-friendly for marketers. It utilizes ML algorithms and probability-based techniques to power better analytics, segmentation, activation and measurement for brands. Specifically, the MAID resolution improves match rates and scale in a marketer's ability to connect consumer and household identities.

"While many brands rely heavily on their own first-party data to gain more insight into their customers, it only tells half of the story. Effective identity resolution incorporates third-party data into the equation."  
-Kevin Dean, Experian's president and general manager of marketing services, North America.

**Experian is ready to help you connect the complex dots of consumer identity. Learn more about our [MarketingConnect](#) identity resolution solution set..**

[Learn More >](#)



EMS-US-20-IDRS(005a)

[www.experian.com/markingservices](http://www.experian.com/markingservices)

© 2020 Experian Information Solutions, Inc. All rights reserved.

Experian and the marks used herein are service marks or registered trademarks of Experian Information Solutions, Inc. Other product and company names mentioned herein may be the trademarks of their respective owners.

Please reference [Experian's Privacy Policy](#) for additional details.

If you wish to [unsubscribe](#) to this email please click here. Alternatively, you can mail your request to Experian, Electronic Communications, 475 Anton Blvd., Costa Mesa, CA 92626.