



Get to know your customers using identity resolution

The world of marketing is shifting. Now, customers don't just want to buy from a faceless organization — they want to be a part of something and know more about the kind of company their dollars support. The more you can create an emotional connection with your customers, the more opportunity you have to address their needs and secure their loyalty. But how can you do that when customer data is so fragmented?



With **Experian's MarketingConnectSM**, you can easily solve your identity resolution issues and create a clearer picture of your customers. Our 50+ years of historical PII data and extensive sources of digital identifiers allow us to continuously collect, corroborate, and resolve consumer identity, affording us the ability to only leverage real, verified, authoritative consumer data across our suite of identity solutions within MarketingConnect.

The result – a privacy compliant, 360 degree view of your customers and the opportunity to connect with them on a familiar, personalized level.

Watch our video to learn more about identity resolution and MarketingConnect.

Watch now

Or contact your Experian sales representative or email us at experianmarketingsolutions@experian.com to learn more.

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