



As Black Friday, Cyber Monday and holiday shopping kick into high gear, more consumers will be taking advantage of online shopping opportunities. There's just one problem: multiple shopping opportunities means fragmented data, which poses challenges for brands looking to connect with their target audience.

Aimee Irwin, our VP of Strategy, previously wrote about these challenges for Digital Commerce 360, highlighting how [identity resolution](#) can connect this fragmented data to generate a more complete picture of each customer.

This week, Experian announced a new pioneering solution that leverages the fusion of data and artificial intelligence to help marketers connect mobile advertising IDs (MAIDs) with other digital and offline identity attributes to better understand their target audiences.

Powered by Experian's vast and diverse data assets and identity platform, the new solution incorporates machine-learning algorithms, as well as deterministic and probabilistic methodologies to sift through the noise and connect billions of advanced identity signals and data elements, including MAIDs, from a wide variety of internal and external sources.

The outcome of this process allows brand marketers to implement more effective analytics, audience segmentation and activation, and measurement capabilities.

We're ready to help you connect the fragmented dots of consumer identity!

[Learn More >](#)

This is what Experian has excelled at for over 50 years. Discover how we can put our expertise to work for you. Read about our approach to identity resolution on our [website](#), or e-mail us at experianmarketingsolutions@experian.com to learn more.



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