## **Experian Identity Resolution**

Giving you unparalleled confidence, control and transparency over your most important data.

Identity Resolution is a data management process that checks, validates and appends information across devices and digital footprints using a unique matching process to create a single, data-rich profile for a person or business. It resolves customer data duplications and inconsistencies using both data management techniques and trusted reference data in tandem.

## Benefits of Identity Resolution

Improved analytics

**Optimised Collections** 

Mobile identity and device intelligence

Data aggregation for credit bureaus



Marketing and targeting

Identity and document validation

Fraud prevention and risk management

Only **50%** of business leaders believe their CRM data is clean.

**91%** of business leaders are improving their data quality on some level.

- 2021 Global data management research report

## **Experian data - powering identity**

Data management for Identity Resolution is about having the ability to collate disparate data sources to identify and then present a single record of an identity. Traditionally, doing this confidently is tricky. However, this is not the case with Experian's unique approach.

1. Combine and prepare data using a quality-focused approach



Combine, validate and cleanse data before matching is complete.

2. Use Experian's reference data to 'pin' records to a known identity



Turbo-boost matching performance.

3. Identify and resolve duplicates using both primary and 3<sup>rd</sup> party data



Maximise confidence of data for decision-making and more.

## Ensuring the quality of 'fit for purpose' data

A great first step towards gaining confidence in your customer data is by ensuring it's captured right the first time. This can be achieved using contact data validation solutions, such as:



Existing Customer Check



Address Validation



(perian...



Email and Phone Validation

Gain transparency, confidence, and control of your customer data with Experian's Identity Resolution.



**Learn more** 

experian.co.uk/business-products/identity-resolution