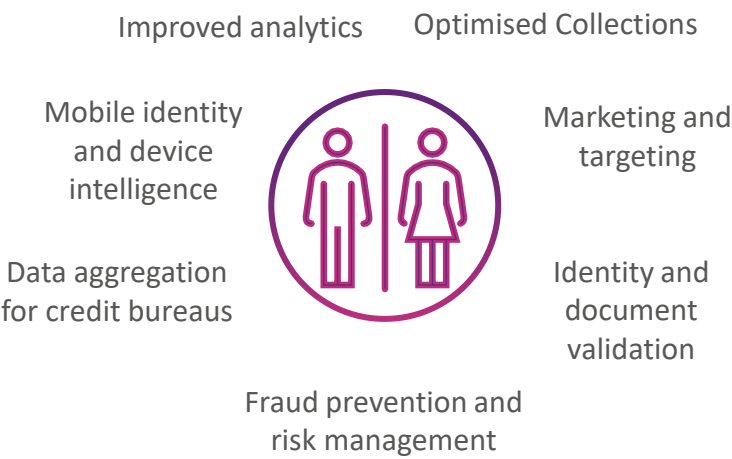


Experian Identity Resolution

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



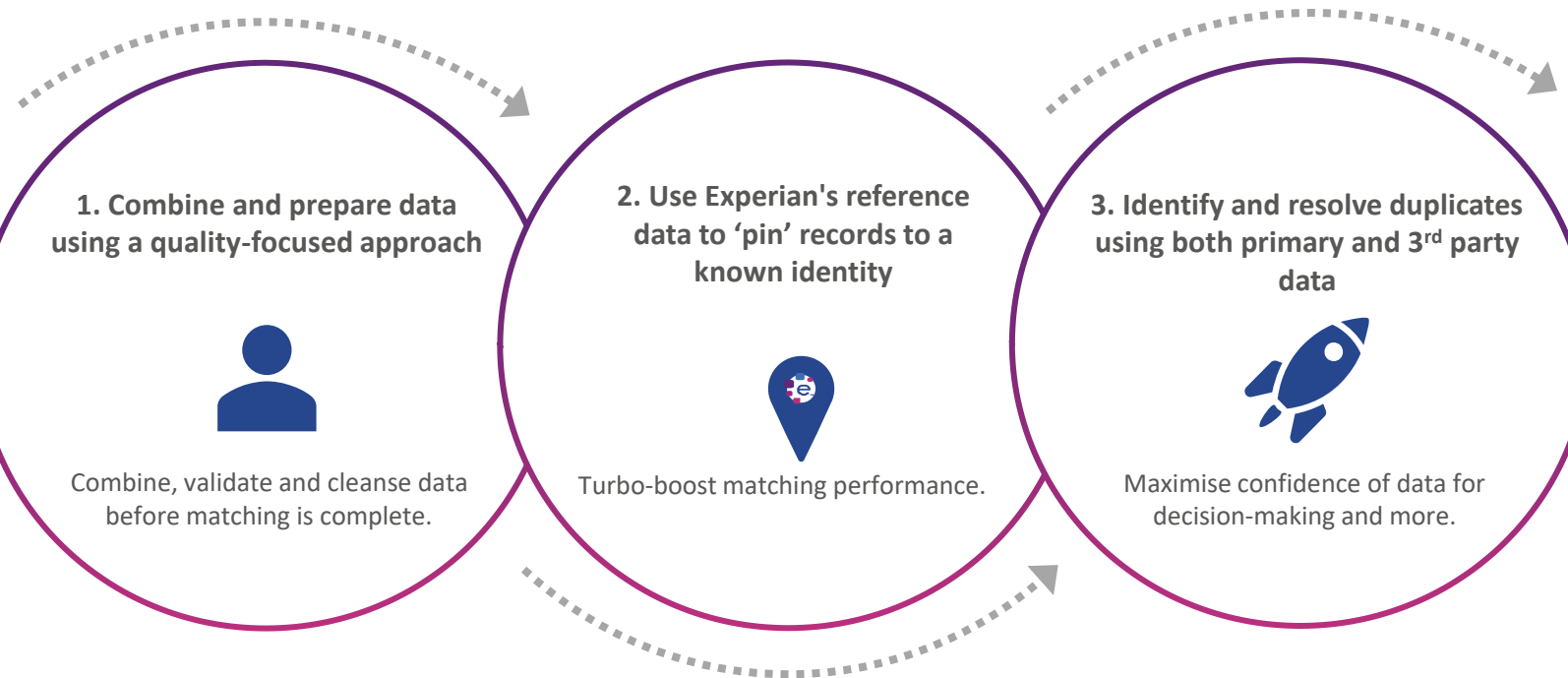
Only **50%** of business leaders believe their CRM data is clean.

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.



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](#)



[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