

IDENTITY RESOLUTION REPORT

All arrows in marketing today point toward audience, or customer and prospect identity resolution as the ultimate destination. Our [Identity Resolution Report](#) studies software or technology that combines consumer identifiers into a single, persistent identity graph that can then be used to holistically identify consumers across various channels, devices and online-to-offline domains.

How are marketers, data scientists, and technologists thinking about identity resolution right now? How well developed are their programs and their partnerships with solution providers—and who are these providers? How do they view the identity resolution landscape from pure-play IR providers to large data clouds to ad tech providers to the “walled gardens” of Google, Facebook and Amazon?

BRANDS MEASURED

Subject to Change

- Axiom
- Adobe
- Amazon Advertising
- Epsilon
- Experian
- Facebook Company
- Google
- ID5
- Infutor
- LiveIntent
- LiveRamp
- Lotame
- Merkle (M1)
- Neustar
- Oracle
- Salesforce
- Signal
- The Trade Desk
- Throttle
- Verizon Media
- Viant

Report Overview

RESPONDENT QUALIFICATIONS

- Manager and above job title
- Involved in advertising/marketing, IT/Tech or Business Intelligence/Data Science
- Using IR
- Very/Somewhat Familiar with IR services from at least one company in study

TOPICS COVERED BY OUR RESEARCH

- How marketers, data scientists, and technologists are approaching identity resolution solutions - Gaps between where they want to go and where they are now
- Services marketers currently use to solve for identity resolution – and who they see as leaders.
- How many identity resolution services marketers are using
- Most important use cases, including data and privacy compliance, audience targeting, customer experience management & measurement
- Which technology capabilities matter most to marketers
- And much more...



Average Time:
4.42 months

Q1: 5.21 | Q2: 4.34

Non-primary Partners Must Demonstrate Value Fast
Advertisers Give IR Providers About 4 Months To Prove Their Worth

Timeline Given to Identity Resolution Providers to Prove Their Value

Primary Objective for Developing Proprietary Identity Resolution Solution:

- “To help my clients maximize revenue and find out what kind of audience they are chasing”
— Agency Director
- “To be self-supportive and ahead of the game”
— Marketer C-Level
- “To be identity closer to our knowledge of customers and CRM with lessened worry of data spillage”
— Marketer C-Level
- “Centralized data repository; no need to continually update on platform A, B and C”
— Agency C-Level

WHAT
ADVERTISERS
THINK

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