

**Identity Solutions**

# Cleanse & Enrich Your Consumer Data

**OVERVIEW**

You need a robust understanding of your customers to succeed in today's world of data-driven marketing. However, the increasing volume of customer data flowing through your enterprise makes it hard to maintain accuracy, freshness, and deduplication – impacting your bottom line.

**Fix and Expand Your Data**

Customer insights, profiling, look-a-like audiences, customer engagement, experiences and more all depend on having the right view of identity. But to achieve that view, you need a solution which can not just augment and enrich the data you have, but also resolve and fix your first-party data. TruAudience® Identity Solutions resolve your offline and online customer data to a single persistent identity leveraging our leading identity graph. With that understanding of each customer and prospect, we cleanse, deduplicate, and enrich your records with attributes ranging from PII to demographics, propensities, and industry-specific data. Get all the same insights and contacts through a prospect file containing consumers you are not yet aware of to expand your reach.

**Build a Complete View of Your Customer**

Build a single view of your customers across all touchpoints and systems by resolving and integrating data from multiple platforms. Now, the data in your CRM, CDP, data lake, clean room, or other system is consistent and ready to be put to the test. You can rely on a more complete, accurate, and enriched view of your customers without having to worry about data loss across platforms or disparate data sets.

Put your valuable first-party data to work now that insights from fragmented systems are connected together and with platforms for marketing execution. Learn what the true lifetime value of your customers is with a 360-degree view across channels and business units. Unlock the potential of your most important asset, your customers, with TruAudience Identity Solutions.

# TruAudience Identity Solutions

Generate new customer insights and activate your marketing and customer experience strategies with a consistent source of truth.

## Solve Critical Consumer Data Challenges

- **Identity Resolution:** Resolve numerous identifiers to a single individual or household, from addresses and phone numbers to emails, mobile ad IDs, IP addresses and more
- **Data Hygiene:** Replace out of date identifiers with corrected information, and deduplicates records which are really the same person
- **Data Enrichment:** Acquire new prospect data or append to your CRM over 13,000 attributes, including valuable demographic and behavioral profiles
- **Graph Building:** Link together touchpoints by expanding your view of identity across Email, IP, MAID, and more
- **Customer Segmentation:** Leverage TransUnion's audience segmentation framework, grouping consumers into one of 172 segments based on distinguishing demographics

## Flexibly Access Leading Capabilities

- **Unified Identity Graph:** Connect your records across offline (e.g., address, phone) and online (e.g., email, IP address) identifiers
- **Data Quality & Accuracy:** Validate your data against our graph built with deterministic and probabilistic methodologies to improve accuracy
- **Scale:** Access data covering over 95% of consumers in the US, including 250M+ individuals and 125M+ households
- **Flexible Matching Approach:** Match more records using our machine learning trained algorithm and by leveraging the identifiers you have available
- **Transfer-less Integrations:** Better protect and govern consumer data assets by resolving identity through your cloud provider or clean room without data leaving that platform, while streamlining onerous processes
- **End-to-end Integration:** Leverage the same identity as our onboarding and measurement solutions, enabling higher match rates between systems and more efficiency

### Prospect File



Receive a rich data set of consumers to expand your CRM for analytics, direct mail, or more

### Identity Management



Resolve, deduplicate, and enrich bulk files of customer data on a regular cadence

### Real-Time API



Learn more about your consumers in real-time across key touchpoints from point of sales to call centers and online lead forms

### Turn-key & Transfer-less Integrations



Simplify deployment and data governance by accessing our identity through your preferred CDP, Cloud, or Clean Room

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TruAudience Marketing Solutions enables clients to improve marketing effectiveness by increasing audience reach, improving the quality of consumer insights, and leveraging more accurate and up-to-date identity data across all marketing and measurement activities.

Contact TransUnion today to start seeing the marketing results you need.

[transunion.com/identity](https://transunion.com/identity)

