



Automotive Perspectives

IDENTITY RESOLUTION Helping marketers deliver personalized communication for life

In today's hyper-connected, always-on world, automotive consumers move across channels, devices, and brick-and-mortar locations at lightning speed. OEM marketers, agencies, and large dealer groups must stay updated on changing consumer buying behaviors and shifting demographics and psychographics to reach consumers at the right time and place during the critical consumer shopping journey.

"Identity resolution allows marketers to have a single, more precise view of their customers and prospects."

The auto industry has shifted from an in-person process to one that primarily starts (and increasingly may conclude) in the digital space. This change reinforces the need for marketers to implement identity solutions that allow for easy identity resolution, verification, and authentication throughout the buying and ownership process.

From our perspective, the key to accomplishing this is first to identify your best consumers. Next, invest in the tools required to build and maintain lifelong relationships with them. We don't mean "build good

relationships” in the generic sense. We mean use solutions to help identify your customers, be confident you won’t have outdated, fractured, or incomplete information—and do this for life. Identity resolution, in this sense, allows marketers to have a single, more precise view of their customers and prospects that will enable them to continuously connect with them in more personalized, meaningful ways.

In this resource, we’ll review some of the critical identity resolution solutions marketers should consider using on an ongoing basis. We’ll also discuss why using a single source for identity resolution is essential to avoid duplicate, incomplete, or inaccurate customer records.

Identifying consumers is the first step of strategic marketing

Marketers risk working with outdated, fragmented, and incomplete data without proper identity resolution, which correlates to inefficient campaign targeting and wasted marketing dollars.

Identifying who you want to target is the first step of strategic marketing. Experian defines this as identity resolution or “the ability to stitch together and unify the names, addresses, emails, device IDs, cookies, and other identifiers associated with customers.” As we know, access to third-party cookies is coming to an end, but marketers can tackle a cookie-less world by using other sources of consumer data insights. For instance, a third-party data compiler, like Experian, has access to numerous sources, platforms, and websites to fill the data void.

As an automotive specialist in identity resolution solutions, Experian is experienced at unifying and enhancing fragmented data points, declared and unknown, across offline and online touchpoints to create a holistic view of your best customers and prospects. This enables marketers to reach customers across the best channels and measure multichannel campaign results.

Piecing it all together

Your first-party data is highly valuable but is often incomplete and ages quickly. It very often benefits from third-party data enhancements.

Marketers use identity resolution solutions to stay better connected to consumers and gain a deeper understanding of who they are to create more targeted, consistent, personalized communication delivered over multiple devices.

At Experian, we take fragmented data from multiple sources to create individual consumer identities. By integrating identifiers across available touchpoints and devices, our data insights can help marketers better understand behavioral, transactional, and contextual information at the individual level.

After matching key identifiers, we apply a unique consumer identifier or consumer PIN to each profile. This identifier is then appended to every item of data relating to that customer—allowing all data on the individual to be matched and brought together to create a single view or record of that customer.

Here are a few examples of how consumer data can quickly become outdated and fragmented and how identity solutions can help piece it back together.

EXAMPLE 1

Ruth

Ruth bought a new vehicle from a local dealer group five years ago. At the time, she lived in Chicago with two roommates. Three years after she purchased the vehicle, she moved to a nearby suburb, married, changed her last name, and came to the dealership to have her vehicle serviced under her new married name and address. She and her spouse set up a new email address as a couple. Ruth and her spouse bought a new house in the same suburb two years later. Ruth and her spouse each have a personal phone and a tablet and share a home PC. They each have multiple email addresses and recently had a child. They are in the market for a new vehicle, and Ruth submitted a lead with their shared email address to a different store location within the dealer group.

As an automotive marketer, you want to ensure your CRM database has the current information and that duplicate records are resolved to a single consumer for marketing purposes.



EXAMPLE 1: SOLUTIONS

Data Hygiene

Correct and standardize customer and prospect file addresses, including National Change of Address (NCOA) and the United States Postal Service® (USPS), to improve mail deliverability rates. Fourteen percent of the U.S. population moves each year, and it is estimated that forty percent of movers do not submit a Change of Address order with the USPS and are not part of the NCOA Link database. Experian's data helps navigate these hurdles with accuracy and scale, providing confidence that you have Ruth's current contact information as she moves around the city and suburbs.

Database Management

Experian can resolve and match identities that you or your advertising partners supply using

our proprietary ID translation and data exchange solution. Once we resolve identities, we perform the required data sharing in a privacy-compliant and brand-safe manner where identities and underlying data are protected, and only the required data is shared.

For example, perhaps you knew Ruth's maiden name and previous address from when she bought her car. You know her married name and her second address from her service activity. And you have her and her husband's shared email address from a lead form. You need help resolving her multiple records to a single ID so you can reach her across channels (direct mail, email, digital, OTT) with a consistent message.



EXAMPLE 2

Martin

Martin is in the market for a new vehicle. While on his lunch break, he went to the OEM sites of his two favorite brands on his phone and filled out a lead form, providing his email and phone number, but not his name. Then he went home, watched his favorite streaming network on TV, and grabbed his tablet to check out the vehicle further. Two days later, at the airport, he is delayed and has his work laptop with him, so he decides to do even more research on his top choices and check out the local inventory.

As an automotive marketer, you'd like to deliver a mailer to hot prospects. As Martin authenticated when he completed the lead form, you have his email and phone number, but you need to append additional data to send him a mailer.

Clean room solutions

For comprehensive identity matching solutions for disparate client data, we offer clean room solutions that allows for data collaboration without exposing raw data to any other party, preserving consumers' privacy and the commercial interests of each party contributing data.

For example, as an OEM, you have a CRM database. You want to match your CRM records to a measurement platform's customer records. Experian's Clean Room can facilitate that matching in a clean and private environment.

EXAMPLE 2: SOLUTION

Append Additional Data

Complete fragmented PII data and go from having an email address, land address, mobile phone number, or zip code and name to a full name and address to improve reach and channel flexibility. (Reverse and PII – fill in the blank; you have a partial name and zip code but not a complete address. Database management – you have some PP in your first-party data, but not complete information.)

Or, on the flip side, let's say that you know Martin's name and address, but you don't know his email address. In this situation, you could append his email address to follow up with him in a multi-channel approach.

EXAMPLE 3

Jackson

Jackson looked at a vehicle on an OEM website, but that is all you know, as he did not authenticate and complete an online form. Jackson has cut the cable cord and is an active television viewer.

As an advertiser for this OEM, you would like to reach out to Jackson while he is streaming TV or other consumers who “look like” Jackson to advertise your client’s vehicles. You’d also like to connect marketing campaign activity (television viewership) to vehicle sales.



EXAMPLE 3: SOLUTION

Digital Identity Resolution allows you to link anonymous online IDs to additional data assets to provide a holistic view of your online consumers. This enables you to identify and understand customers at the device or internet access point, providing critical insight into cross-device engagement, helping to avoid losing customers as they move from one device to another.

The benefit of using a single source provider

Data Fidelity

Leverage the benefits of having all data in one place with a single identifier to achieve greater data fidelity. Our proven expertise in managing and leveraging digital and offline data helps businesses accurately resolve and authenticate consumer identity.

Identity Graph

Connect all available identity data to build a complete picture of an individual. As data sets grow exponentially, we provide highly scalable, flexible solutions that interconnect with businesses’ data and systems to create attribute-rich profiles of your customers. For instance, the identity graph allows marketers to reach consumers across multiple devices and channels.

In closing

Identity resolution is the first step to strategic, data-driven marketing. As your goals and level of data sophistication evolve, our flexible approach to identity resolution means we can provide the right identity-driven solution that aligns with your specific marketing goals.

Our approach to identity resolution ensures your marketing strategy is built on a solid, people-based foundation so you can recognize and connect with consumers in a more personalized, meaningful, privacy-safe, and secure way.

Identity is part of the Experian Marketing Engine™, the marketing solution that helps advertisers, agencies, and platforms identify the right audience, uncover the best communication channels, develop messages that resonate, and measure marketing effectiveness.

Going forward

To learn more about the full suite of Experian Marketing Engine solutions, visit us at www.experian.com/automotive/marketing or call your Experian Account Representative.





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