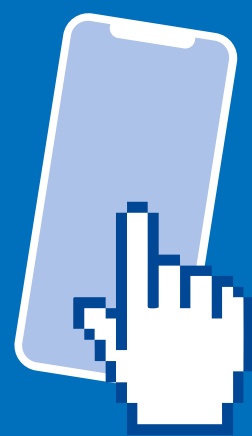


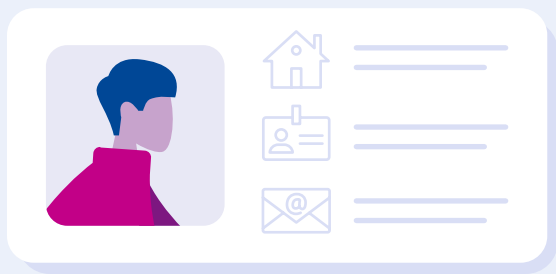
# Swipe right on the perfect data and identity partner



Navigating the world of data and identity partners feels like scrolling through a dating app: a sea of options, but only a select few worth swiping right. Here's your guide to finding your perfect match.

## Identity resolution: It all starts with a strong foundation

The best partners rely on offline data—like names, addresses, and emails—that rarely change, ensuring a consistent view of households, individuals, and their devices over time.



## ISO: A well-rounded, reliable identity partner

A partner who offers both a digital graph and an offline graph creates a more complete and reliable view of consumers across channels, resulting in more effective targeting and measurement.



## Match rates are like dating profiles — don't be fooled by the number

The real indicators of quality are depth of data, quality of matches, and how often the graph is refreshed. Including inactive IDs may inflate scale without reflecting the true addressable audience.

## Authentic origins: Is their data genuine or just a catfish

Look into your partner's data sources and place a premium on those with public records or direct to consumer relationships. Look for clear third-party indicators for accuracy, like Truthset.



## The breadth to impress

Seek a partner with wide-ranging attributes that span key categories like demo, interests, and purchase behavior. They should be able to deliver both granular data scores and broad audience segments.



## The total package: Does your partner really have it all?

A lifelong partner connects the dots seamlessly, offering a blend of data and identity that link households to devices while layering in rich marketing insights.



## Future-proof charm: Will they ghost you when cookies crumble?

Solutions based on offline identifiers that are user-provided and consented will be more resistant to privacy changes. Additionally, look for partners who are supporting the new wave of addressable IDs.

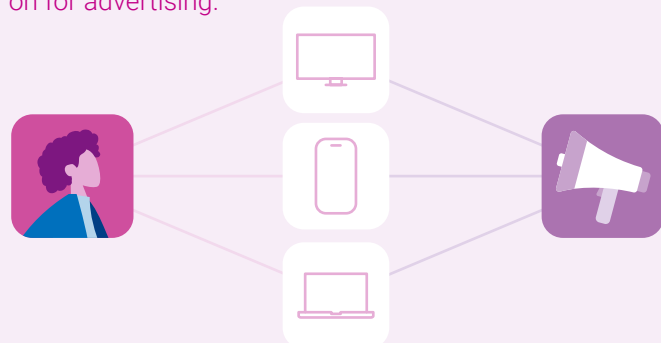


## Privacy savvy: Do they respect boundaries?

As privacy laws evolve, you need a partner with a history of privacy compliance. Strong and transparent privacy policies and participation in privacy organizations are a good indicator of trustworthiness.

## Seamless connectivity: Do they play well with others?

Data is only as useful as it is actionable. Connectivity across platforms is essential, so choose a partner with seamless integrations into the major platforms you rely on for advertising.



## Killer customer service: Are they in it for the long haul?

Choose a partner that collaborates with you to solve challenges, not just to sell or upsell. Long-standing partnerships are key indicators of reliability.



## Keep your standards high

Only a handful of companies can meet these rigorous criteria, and you should refuse to settle for a partner that is lacking in any of these key dimensions. Successfully navigating signal loss, privacy compliance, and seamless omnichannel marketing requires extensive resources, robust infrastructure, and years of expertise.

So, swipe right and reach out to Experian today. We'll show you how we stack up to these criteria.

Your perfect match is out there—don't settle for anything less.