:experian™

IP Address Resolution

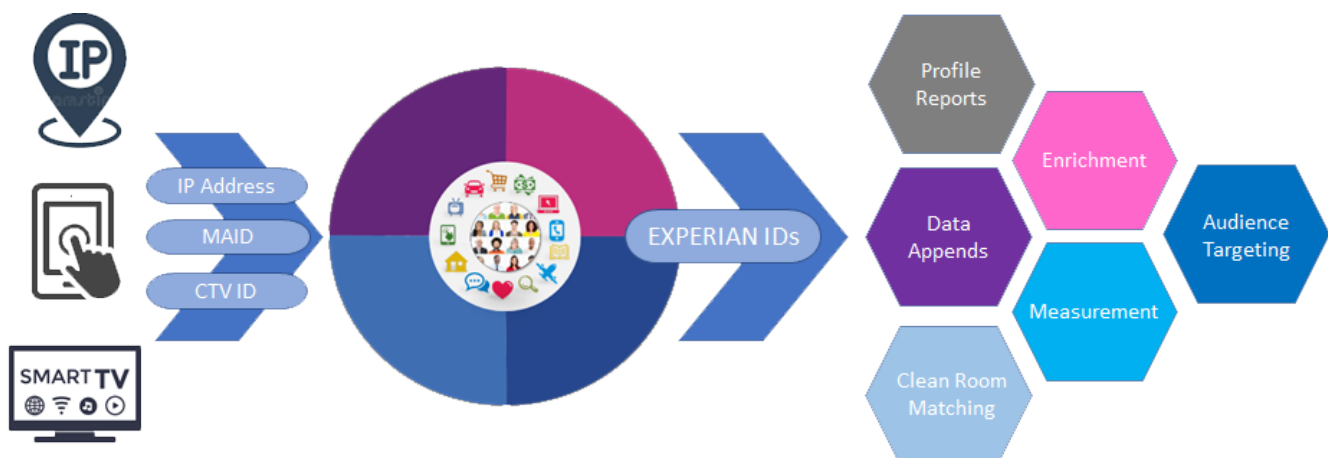## Cookieless identity resolution for targeting, measurement, and monetization

As consumer behavior and content consumption evolves, marketers need to rise to the occasion by better understanding their customers' needs and preferences, utilizing a data-driven strategy to present the most relevant, timely, and personalized messaging, products, and services. This may encompass visitors to your website, connected TV viewership activity, or media buying campaigns. Whatever the channel, it is critical that marketers be able to harness the resulting data for use in downstream marketing applications and to achieve a holistic view of the customer.

IP Address Resolution is the process of resolving a file of anonymous IP addresses to a corresponding Experian-related offline ID or to a related digital ID. The clock is ticking regarding the use and availability of cookies to support identity resolution, which is why IP Address Resolution is critical to your marketing strategy.

Developed in collaboration with Experian DataLabs, our advanced analytics research and development group, the IP Address Resolution offering has helped client see improvements in match rates and scale, aiding in their ability to connect consumer and household identities.

IP Address Resolution can be simplified into three basic functions:

1. **Data collection –** Clients collect IP addresses that are passed to Experian

2. **Identity Resolution –** Experian resolves IP addresses to consistent offline consumer IDs

3. **Marketing Applications –** Experian leverages the consumer IDs to support client needs for data appends, modeling, audience extension, targeting, personalization, and measurement use cases

IP Address Resolution

Common use cases

- **Data append & enrichment** - Enables the appending of ConsumerView℠ attributes for profiling, segmentation, analytics, and targeting via IP address.

- **Data monetization** - Connected TV devices and Smart TV manufacturers can resolve IP addresses into household level IDs, and package these records into audience segments for better targeting.

- **Measurement** - Using advertiser provided transaction data, Experian can capture website visitation data, including IP addresses, so that conversions can be mapped back to households, helping to prove the impact of your campaigns.

- **Audience Extension** - While direct mail has historically been the preferred way of reaching specific list-oriented audiences, IP targeting enables marketers to target at an address level by resolving to a household ID.

- **Personalization** - In addition to MAIDs, IP Addresses are a key tool for personalization, and the biggest differentiator when it comes to serving users with content that is not only relevant, but also personalized.

Powered by Experian's vast data assets and identity platform, IP Address Resolution is part of our overall MarketingConnect solution, which leverages machine-learning algorithms, as well as deterministic and probabilistic techniques, to connect billions of advanced identity signals and data elements, including IP addresses, from a wide variety of internal and external sources. The outcome of this process allows brand marketers to implement more effective analytics, audience segmentation and activation, and campaign measurement.

Why Experian?

As a trusted name in data and information services for more than 50 years, Experian is committed to the responsible usage and security of data. Whether you're a brand, agency, or publisher, we have the solutions you need to help you put people at the heart of your business and make better marketing decisions.

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Contact us at (877) 902-4849 or experianmarketingsolutions@experian.com
to learn more.

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