ActionIQ

Solution Brief

ActionIQ Identity

Identity

Manage and resolve identities across anonymous and known customers across first, second and third party sources of your choice, respecting privacy regulations.

What You Get

360-Degree View

Combine historical and real-time data to create a unified profile for every customer.

Agility

Stitch together first- and third-party ID graphs to avoid lock-in and adapt to a changing identity market.

Privacy-first

Achieve your goals while respecting evolving industry and government regulations.

How We Do It

IdentityPlus

Tailor identity resolution using deterministic and probabilistic modeling on your known first party data.

IdentityConnect

Resolve anonymous and known customer identities using an integration with one or multiple data and identity vendors.

IdentityEdge

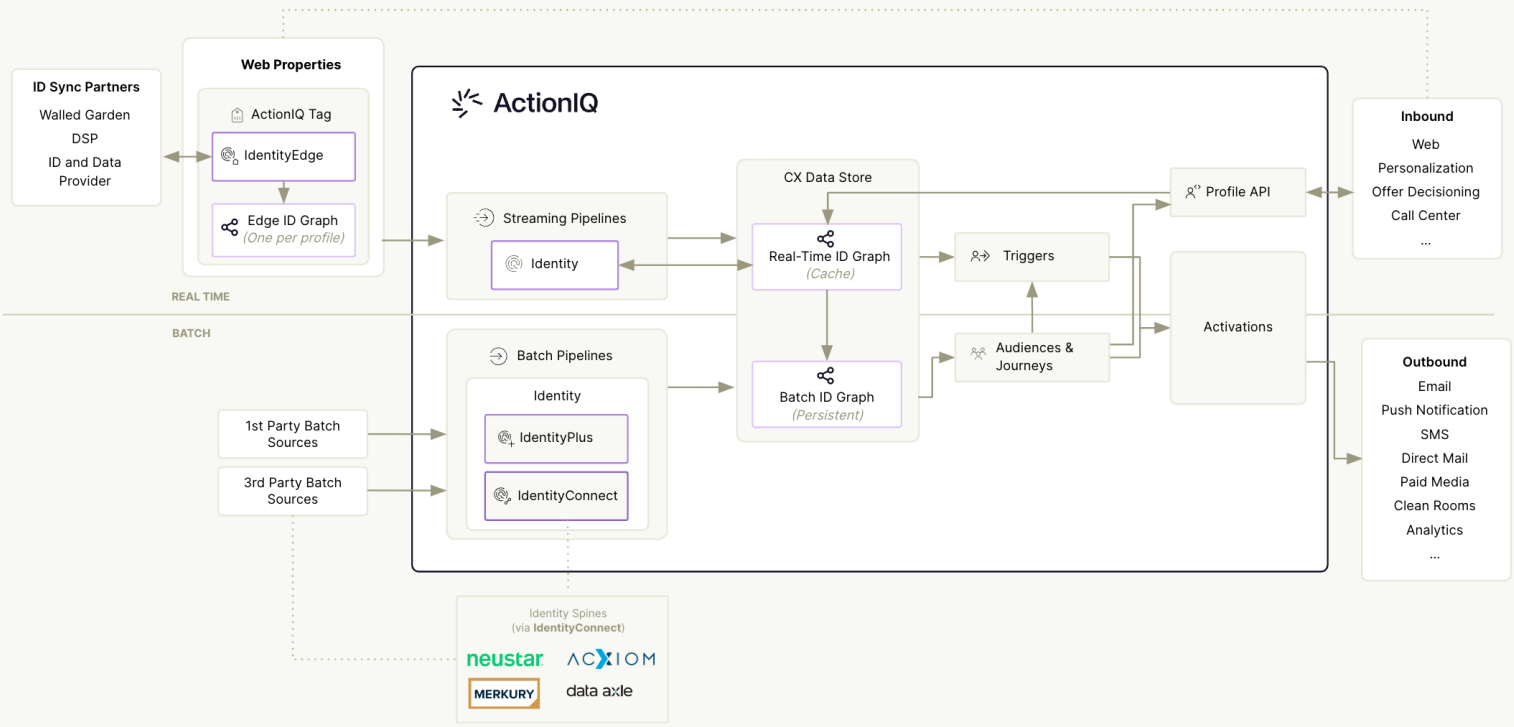
Obtain addressable signals among traffic from your digital properties and retartaget in real time using integrations with demand-side platforms, walled gardens and other vendors.

> “The ActionIQ CX Hub, augmented by Neustar’s identity resolution capabilities, will allow us to better understand our customers and to orchestrate superior experiences across every brand touchpoint. We are confident that this will increase our organizational intelligence and agility to drive long term revenue and growth.”

Suzanne Darmory
VP of Integrated Marketing and Creative

Jackson Hewitt TAX SERVICES

How It Works


ID Sync Partners
Walled Garden
DSP
ID and Data Provider
Web Properties
ActionIQ Tag
IdentityEdge
Edge ID Graph
(One per profile)
REAL TIME
BATCH
ActionIQ
Streaming Pipelines
Identity
CX Data Store
Real-Time ID Graph
(Cache)
Batch ID Graph
(Persistent)
Triggers
Audiences & Journeys
Profile API
Activations
Inbound
Web Personalization
Offer Decisioning
Call Center
...
Outbound
Email
Push Notification
SMS
Direct Mail
Paid Media
Clean Rooms
Analytics
...
Batch Pipelines
Identity
IdentityPlus
IdentityConnect
1st Party Batch Sources
3rd Party Batch Sources
Identity Spines
(via IdentityConnect)
neustar
ACXIOM
MERKURY
data axle

IdentityPlus

Tailor identity resolution using deterministic and probabilistic modeling on your known first party data.

What You Get

Customer 360

Build a private ID graph and a centralized customer 360 view from your entire known profile data sets.

Control

Define sensitivity to match records based on your data and use cases.

Cost Savings

Remove wasted marketing spend due to duplicate user profiles in your data.

How We Do It

Standardization

Execute data quality processes to improve customer data match opportunities and identity resolution end result.

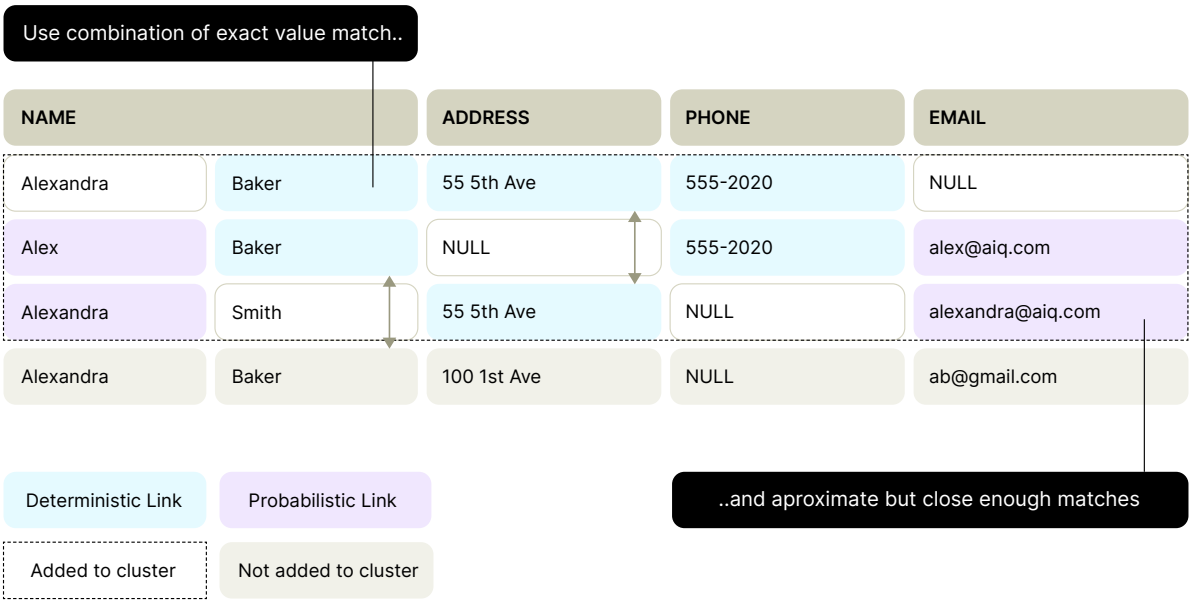
Matching

Leverage deterministic and probabilistic methods to score and match customer records. Select accuracy confidence score to confirm matches.

Stitching

Map and stitch data back to master records across all tables.

How It Works



IdentityConnect

Resolve anonymous and known customer identities using an integration with one or multiple data and identity vendors.

What You Get

Flexibility

Adopt any ID solution available without being locked-in, adapt to a changing identity market.

Improved Resolution

Resolve identities beyond owned customer data, using the large scale of vendor graphs.

Data Enrichment

Expand your customer knowledge with 2nd and 3rd-party data such as demographic or firmographic data.

How We Do It

Partner Ecosystem

Benefit from direct partnership with leaders in the third party id graph space, inclusive of Neustar, Merkle Merkury, Liveramp, Acxiom and Data Axle.

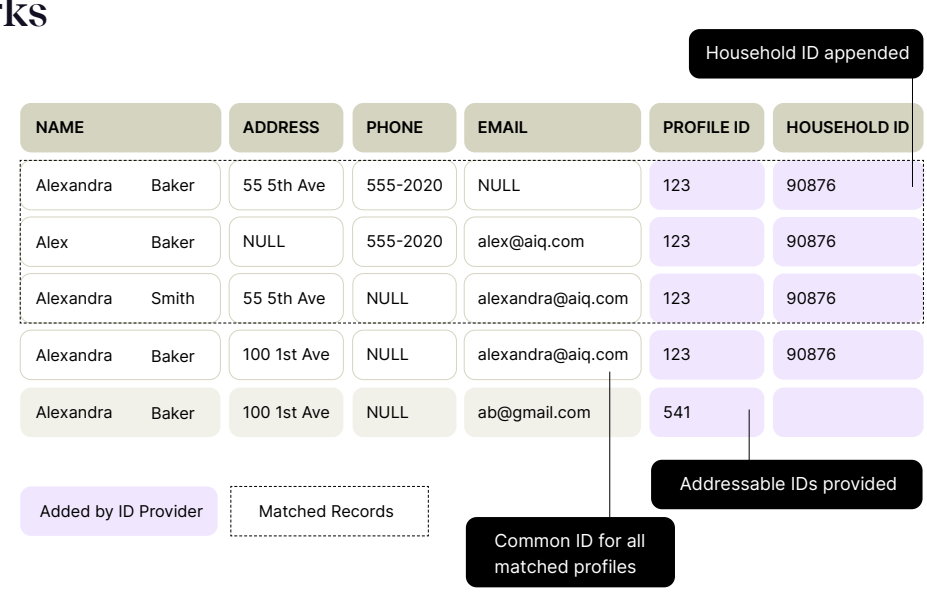
ID Portfolio

Integrate any anonymous and known ID graph with your first party data, respecting privacy regulations, to create an addressable portfolio of IDs.

Addressability

Access a broad network of advertising channels (DSP, Walled Gardens, etc) to reach your customers.

How It Works



Partner Ecosystem

neustar MERKURY /LiveRamp ACXIOM data axle

IdentityEdge

Obtain addressable signals among traffic from your digital properties and retartaget in real time using integrations with demand-side platforms, walled gardens and other vendors.

What You Get

Retargeting

Achieve retargeting on paid media channels without relying on third party cookies.

Cost Saving

Reduce dependency of expensive data onboarders.

Improved Operations

Leverage seamless integrations built and maintained for you via direct relationships with paid media vendors.

How We Do It

ActionIQ Tag

Deploy the AIQ Tag, natively integrated with ActionIQ platform, for a resolution within the first party domain, no third party cookie required.

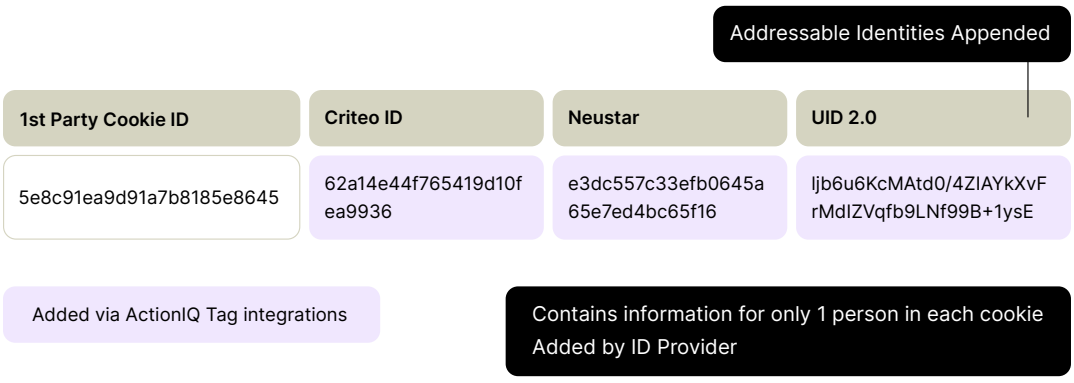
Edge ID Graph

Collect accessible and addressable IDs, stored within the first party cookie. Sync user ID with walled gardens.

Direct Integrations

Users of your web and mobile properties can be addressed on walled gardens, demand-side platforms and data and ID providers.

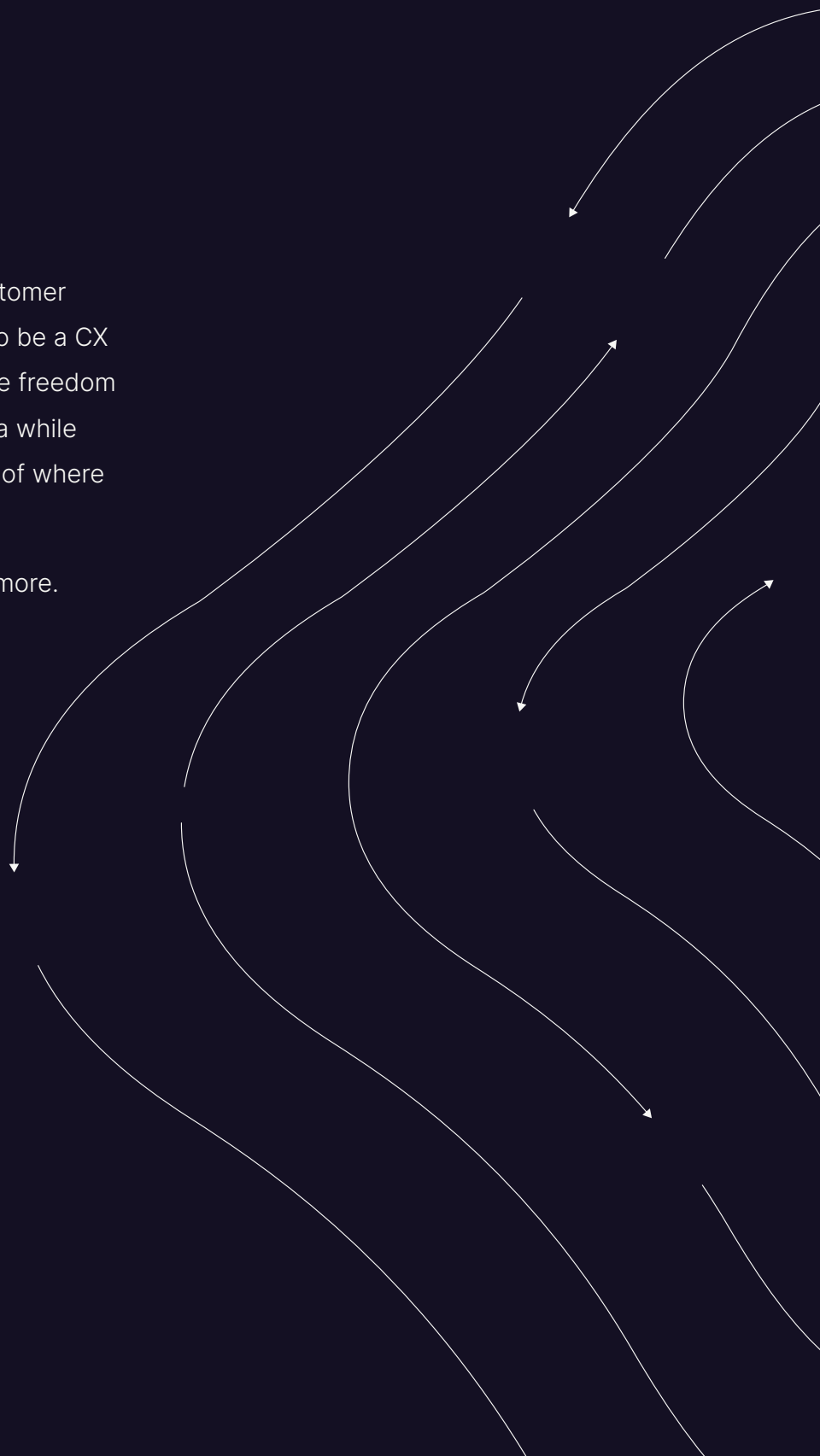
How It Works



Example

facebook Google MERKLE neustar theTradeDesk criteo

ActionIQ

AIQ brings order to CX chaos. Our Customer Experience Hub empowers everyone to be a CX champion by giving business teams the freedom to explore and action on customer data while helping technical teams regain control of where data lives and how it's used.

Get in touch with our experts to learn more.