



AbiliTec for Platforms

Accurately resolve fragmented PII from any source

Problem: Marketing platforms need a reliable way to recognize and resolve PII data from any source. With a large percentage of consumer data decaying each year due to marriages, moves, and contact changes, it's not easy for a marketing platform to deliver data accurately.

Solution: LiveRamp AbiliTec™ is an offline PII resolution technology that gives platforms and the marketers they work with the ability to connect and update what they know about consumers, resolving PII data across enterprise databases and systems, to deliver a better customer experience in a privacy-conscious manner.

A Simple Process

Step 1

Link PII-based data to our graph through the Abilitec API. AbiliTec linking technology helps hurdle the traditional matching roadblocks by overcoming conventional issues of name and address processing.

Step 2

AbiliTec's sophisticated machine-learning algorithms and patented identity resolution process allow us to resolve identities and assign each representation the same identifying link.

Step 3

This link is made available to all PII touchpoints from any source. Now, no matter the point of contact or the point of information, your platform can offer a more complete and accurate view of the customer.

Different Ways to Resolve



Person

AbiliTec's Consumer ID allows you to resolve PII-based data to the most accurate individual per record, improving your targeting accuracy at the consumer level.



Place

AbiliTec's Address ID lets you resolve all platform data records by the latest postal addresses they are associated with.



Household

AbiliTec's Household ID goes beyond addresses and surnames, using patented algorithms and an expansive knowledge base to recognize consumers who live and move together.

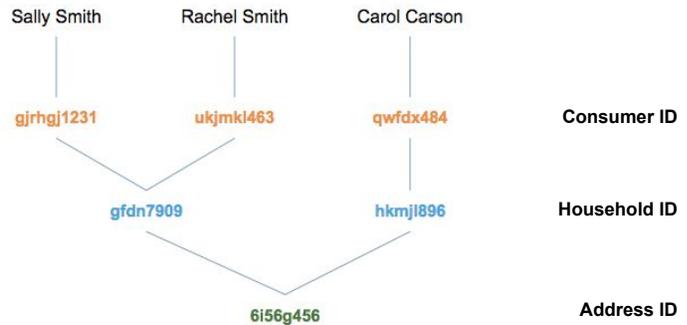


AbiliTec in Action

PII Source 1		
AbiliTec ID	AbiliTec HH ID	Data
gjrhgj1231	gfdn7909	Sally Smith, 345-334-5349
ukjmk1463	gfdn7909	Rachel Smith, 453 Smith St. 60148
qwfdx484	hkmj1896	Carol Carson, 435-615-5655

PII Source 2		
AbiliTec ID	AbiliTec HH ID	Data
gjrhgj1231	gfdn7909	Sally Smith, 237 John St. 61051
ukjmk1463	gfdn7909	Rachel Smith, 345-234-2342
ukjmk1463	hkmj1896	Carolina Carson, 453 Smith St

PII Source 3		
AbiliTec ID	AbiliTec Address ID	Data
gjrhgj1231	6i56g456	Sally Smith, 453 Smith St, 60148
ukjmk1463	6i56g456	Rachel Smith, 237 John, 61051
qwfdx484	6i56g456	Carol Carson, 453 Smith St



Even with inconsistent PII from different sources, AbiliTec was able to recognize that Sally and Rachel are sisters of the same household who have moved together to 453 Smith Street from 237 John Street. They have a current subletter named Carol at the same address, but she is not of their household.

Note: This is a demonstrative example, not real data.

Why Choose AbiliTec

- Unparalleled depth and breadth of identity graph content with:
 - 40+ years historical data
 - More than 4 billion entity representations
 - Coverage of multiple touchpoints including emails, phone numbers, IP, and Lat/Long.
- Industry-leading accuracy as a result of numerous patented, proprietary algorithms for precision matching.
- Ability to process more than 6 billion transactions per day (70,000 TPS) in real-time.
- 25+ years of expertise in data management and deep domain knowledge in identity resolution.
- Email Touchpoint Reach covering over 2.5 billion email addresses.
- Tightly integrated with LiveRamp IdentityLink™ for data activation and digital advertising.