

# The Identity Graph

Resolve all your offline and online identifiers back to the individual consumer

We maintain the largest people-based identity graph to power open marketing clouds. Our graph matches PII-based data with anonymous identifiers like cookies and devices ID in a privacy-safe way. IdentityLink customers have access to build solutions using it.



## CORE BENEFITS

### Deterministic Matching

Our graph is based on deterministic data from a match network of thousands of publisher sites. We observe real consumers tied to devices and don't rely on algorithms to estimate a match.

### Verified Identity

We ensure the highest level of accuracy by building our graph on the people-based recognition of Acxiom AbiliTec, which leads the industry in accurate offline recognition

### Unparalleled Digital Reach

Reaching over 170 million matched consumers online, we provide the largest deterministic graph for activating people-based marketing anywhere.

## Our Scale in Numbers

- Reach more than 170 million active consumers online
- Close to 1 billion recently matched cookies and mobile devices
- Abilitec offline recognition covers 95 percent of US adults and 100 percent of US households
- Abilitec data has +100 sources and 45+ years of historical data on name changes and addresses, resulting in address change data 42% more accurate than the closest competitor
- With each IdentityLink partner and publisher and each brand joining our SmartReach match boost, our deterministic reach continues to grow

## Using the Graph

IdentityLink customers can use our graph to:

- Power people-based marketing in their preferred marketing applications using the data sources of their choice
- Build identity resolution into the solutions they offer marketers by licensing our graph
- Make their data available for monetization in multiple marketing channels and platforms by mapping it to our graph