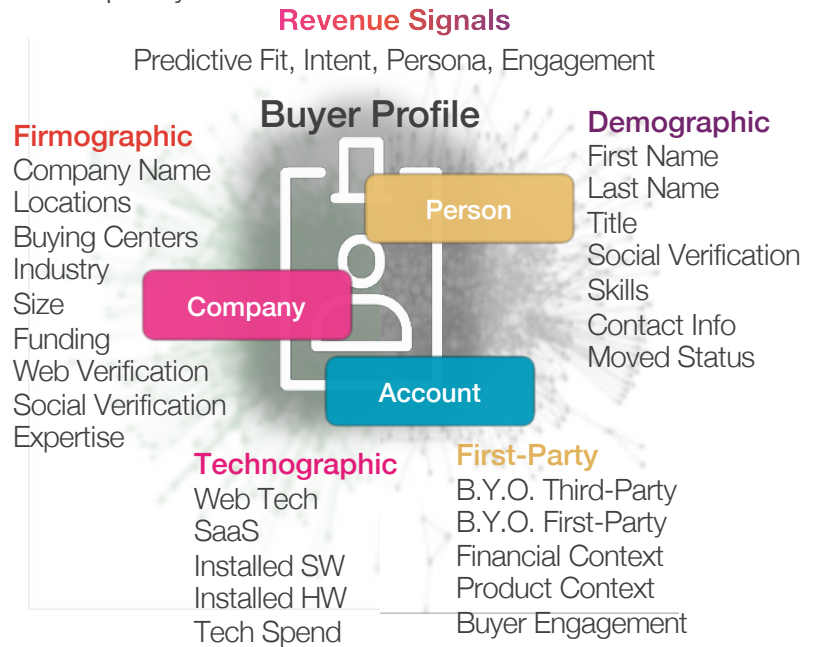# Identity Resolution

Identity Resolution is the unsung hero in GTM ROI. Fundamental to any sales and marketing endeavor is knowing who that buyer is – and what role they play in the buying team. It's the difference between flying blind and flying smart. Whether or not you have a strong identity resolution framework is the main factor in determining and authenticating the knowledge of your buyer.

Without a strong Identity Resolution framework, you'll face:

- Incomplete or duplicate profiles
- Outdated/old data
- Incomplete or duplicate records
- Long lead to response times
- Missed sales opportunities
- Wasted demand gen efforts and spend
- Fragmented view of customer journey
- Overall poor customer experience
- Violation of consumer privacy regulations

It takes a lot of company and person data to build the buyer profiles that sales & marketing teams need to close quickly.

Revenue Signals
Predictive Fit, Intent, Persona, Engagement

Buyer Profile

Firmographic
Company Name
Locations
Buying Centers
Industry
Size
Funding
Web Verification
Social Verification
Expertise

Demographic
First Name
Last Name
Title
Social Verification
Skills
Contact Info
Moved Status

Person
Company
Account

Technographic
Web Tech
SaaS
Installed SW
Installed HW
Tech Spend

First-Party
B.Y.O. Third-Party
B.Y.O. First-Party
Financial Context
Product Context
Buyer Engagement

What is an Identity Resolution framework?

Identity resolution is the ability to resolve, from a ton of data signals, the identity of a buyer – who they are, who they work for. It's the science of connecting the growing volume of person identifiers to a single individual as he or she interacts across channels and devices. In other words, Identity Resolution is the process of accurately associating data (or buying signals) with the specific people who interact with your business. With Identity resolution, you can build a 360-degree view of your prospects, customers and partners. It is the foundation for automating your lead-to-account matching process correctly.

How does it work? Matching algorithms are used to accurately predict the best match of a limited or incomplete data set– like a webform -- to an account or person. It starts with simple matching to the Leadspace index and moves to social matches like websites, email addresses or LinkedIn IDs. And from there, advanced statistical algorithms including vector search and clustering take over. Confidence scores are generated for the match to use for segmentation and decisioning. Identity resolution works at both the person and account levels. Parent/child and hierarchy information is resolved based on company identifiers. Person identifiers range from business to person emails, LinkedIn IDs, cell phones and IP addresses.

The result? The ability to accurately resolve, enrich and score accounts, contacts and leads at more than 10,000 records per minute for the quickest, most reliable data-driven decision-making available.

Best-In-Class Identity Resolution & Profiles According to Forrester!

- ✓ Timely follow up on incomplete inbound forms
- ✓ Target the right personas and buying team
- ✓ Cornerstone for relevant personalization
- ✓ Enables priority targeting of closeable opps.
- ✓ Strategic targeting / prioritized outreach
- ✓ ICP analytics / TAM analytics / territory planning

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