# Identity Resolution
You'll be lost without it.

Identity Resolution is the unsung hero in GTM ROI. Fundamental to any sales and marketing endeavor is understanding your buyers and the roles they play in the buying process. Your Identity Resolution framework is the main factor in effectively determining and authenticating your knowledge of the buyer. *The right data attributed to the wrong buyer is ultimately wrong, and bad personalized outreach will make for a worse experience than no personalization at all.*
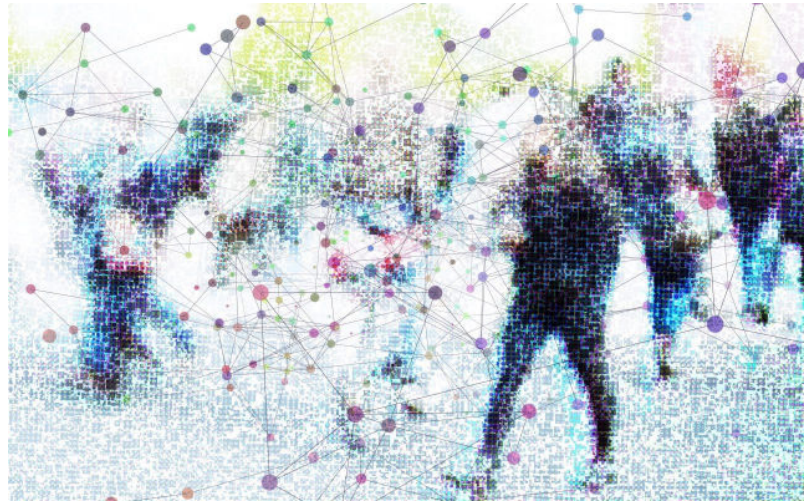
Companies and people are dynamic. Your data is not.

It takes a lot of buying signals (data) to build the robust buyer profiles that sales & marketing teams need to successfully target their best customers. Firmographics, demographics, technographics, contact, intent, engagement, etc. Accumulating all these signals involves requires numerous static data purchases from several vendors. Having all that data is invaluable, but it's siloed, disparate and stagnant. Naturally, we'll face a significant number of problems and inefficiencies in blending it all together into something actionable.

We need to build buyer (or customer) profiles for people and companies across our Total Addressable Market (TAM), usually within our CRM or MAP systems, then push all those signals into their respective buyer profiles as they come in, then monitor them to keep those profiles up-to-date. You won't know when someone has changed jobs, so you'll have to buy new data, then update data across your systems by hand. This makes maintaining buyer profiles extremely expensive, cumbersome, time-consuming and error-prone. Even worse – people change jobs so often that by the time you've manually updated data across your CRM, that data may have already become outdated. This is a serious point of pain for sales and marketers. They need a way to automate the process of resolving identities and mapping their buyer data to the correct account, while keeping it all up-to-date across our existing systems.

Without an effective means of correctly, quickly and consistently associating buyer data to the right person, company or buying committee, sales and marketing teams should expect to encounter numerous challenges in making their data operationalizable for data-driven decision-making. **Other problem areas include…**

- Stagnant/static databases
- Outdated/old data
- Disparate, siloed data
- Data quality issues
- Long lead-to-response times
- Missed sales opportunities
- Data hygiene costs
- Difficult lead-routing

- Overall poor customer experience
- Difficult across channels activation
- Lacking personal email addresses
- Incomplete or duplicate profiles/records
- Lack of unique or missing identifiers
- Wasted demand gen efforts and spend
- Violation of consumer privacy regulations
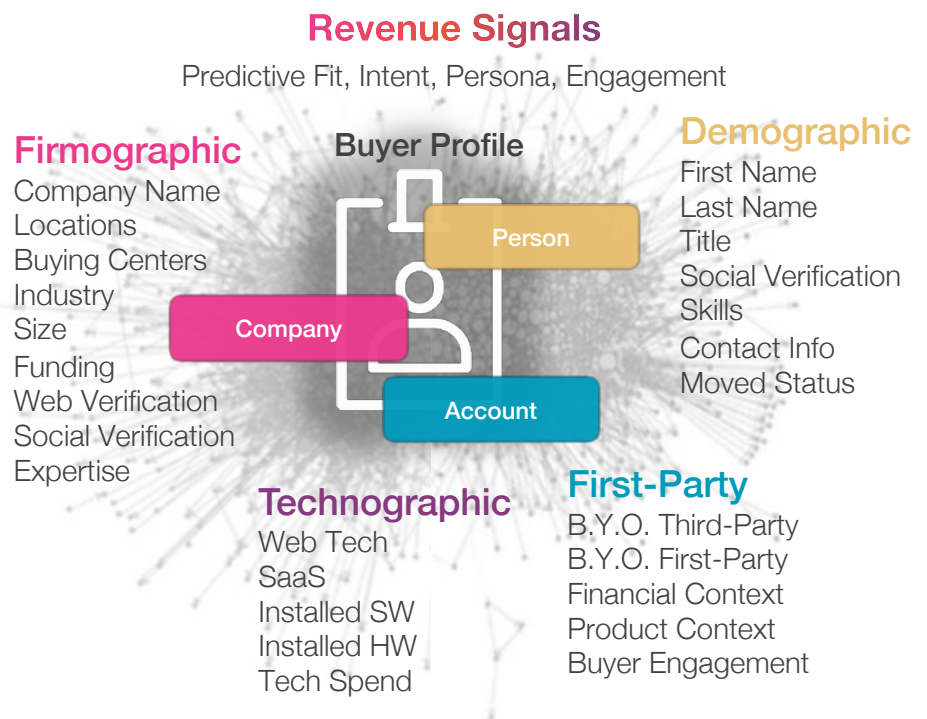- Fragmented view of customer journey

The solution? Identity Resolution.

The framework for operationalizing your buyer data.

Identity resolution is the process of accurately associating data (or buying signals) with each of the specific people who interact with your business. Identity Resolution is required to build a 360-degree view of your prospects/buyers, partners, suppliers and more. It is entirely critical to automating and implementing your lead-to-account matching process correctly. In today's data-centric marketplace, active, dynamic profiling is the backbone of any data-driven organization. The better your data is, the better your buyer profiles can be. The better your buyer profiles are, the more effective your next-best-step decision making process can be. You just need an Identity Resolution framework to tie it all together and make it happen.

An Identity Resolution framework, as part of a CDP platform, aggregates data from numerous buyer touchpoints then enriches that data with embedded third-party data and unifies it all with the company's first-party data. Complete buyer profiles (with hierarchies) are automatically generated and updated based on a system of rules, helping sales and marketing teams associate buyers to companies and buying groups in real-time.

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 to automating your lead-to-account matching process correctly.

Revenue Signals

Predictive Fit, Intent, Persona, Engagement

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

Buyer Profile

Person

Company

Account

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

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

To be successful, companies must be able to accurately identify potential buyers, partners and suppliers throughout their data environments. Consider large on-premises, hybrid, multi-cloud and cloud-based data ecosystems. With such a vast amount of complex data volume and variety, how can you be sure that your buyers, partners and suppliers are accurately identified in your systems?

With the right identity resolution and profiling software, you can leverage a centralized system to resolve buyer identities across all of your data and applications to ensure you're generating the best possible buyer profiles at every hierarchy. Identity resolution makes your underlying data (and profiles) more trustworthy, improves customer service, enhances operational efficiencies and increases data analytics reliability. It can help you detect fraud, identify your best customers, and improve customer contact methods. Additionally, Identity Resolution frameworks can apply cross signal analysis against numerous sources to determine which data is most likely correct in the event that multiple data sources are reporting conflicting information in a certain field or cell.

The ways you win.

What are the advantages of having a high-quality identity resolution framework? A high-quality identity resolution framework will help you at every stage of your data modernization journey through real-time data unification and identity resolution. This enables you gain a competitive advantage to enhance business results in challenging areas including:

- ✓ Timely follow up on imperfect inbound
- ✓ 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
- ✓ Data-driven decision making
- ✓ Revenue Automation
- ✓ Effective application of predictive models
- ✓ Account-based marketing (ABM)

- ✓ Creating account/contact hierarchies
- ✓ Lead-to-account matching and lead routing
- ✓ CRM clean up and ongoing enrichment
- ✓ Customer experience programs
- ✓ Data Health Reports
- ✓ Financial reporting and forecasting
- ✓ Mergers and acquisitions
- ✓ Governance and compliance
- ✓ Hierarchy mapping
- ✓ Synchronize existing CRM and MAP systems

Leadspace's Identity Resolution framework.

Leadspace's Identity Resolution framework is based on deterministic/probabilistic identifiers (IDs). Unique/non-unique company and person IDs are used in clustering algorithms to unify profiles and validate/dedupe data. Unification logic is customer-configurable for business needs. For scalability, they use probabilistic IDs, PII and anonymous, to complement unique IDs for matching. Probabilistic clustering leverages decision trees (XGBoost) and other algorithms.

Clients that deploy the B2B Revenue Waterfall™ leverage Identity Resolution frameworks to support execution on the model. In order to optimize for accuracy, they use deterministic IDs for following types of unique Person and Company data. Their Person Unique Identifiers include Workmail, Webmail, Social Profile, Phone, and Cookie/Device ID, and their Company Unique Identifiers include Domain, ID/DUNS, Social Profile, Phone, and IP.

They provide identifiers at different levels of the company hierarchy to facilitate unification and creation of single records/groupings at the global HQ level, Country HQ level, Business HQ level and/or at specific regional/site locations. Account unification solutions are built to support the operational structure of organizations to identify buying centers and teams for customers' offerings as well as the legal structure. For example, their operational hierarchies can be mapped to D&B DUNs legal based hierarchies to provide this interoperable framework across functions and teams. These hierarchies link profiles together and persist across systems. Events and behaviors then update and inform those profiles.

Identity Resolution is the backbone of active profiles.
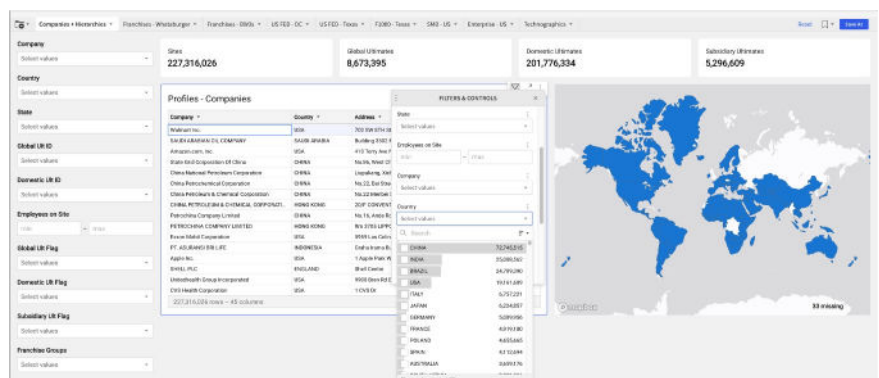
Why Leadspace?

Time kills all deals. Time kills all leads. In today's economic environment, speed is of the essence. Platforms with strong Identity Resolution frameworks enable enterprise companies to take even the most limited of information in simple web forms, enrich them with great data, match them to a CRM account and route them to the right system or person in minutes. An Identity Resolution framework makes your underlying data (and profiles) more trustworthy, improves customer service, enhances operational efficiencies, and increases data analytics reliability.

Leadspace ingests your disparate data then uses its Identity Resolution framework to automatically generate – and actively map buying signals to – universal profiles for people, companies and buying teams across your Total Addressable Market (TAM) more accurately than any other solution available – just ask Forrester!

In a recent wave, Forrester came to find that, "B2B CDPs are using AI to improve audience creation and personalization." They concluded that B2B CDP customers should seek a solution based on 3 major capabilities:
•Offers real-time data unification and Identity Resolution.
•Supports buying groups and have buying-group-expanded capabilities on the roadmap.
•Uses AI for insights, journey mapping, and next best action.

In Forrester's report, The Forrester Wave™: B2B Customer Data Platforms, Q4 2023, Leadspace was the only platform that earned a perfect 5 out of 5 score in Identity Resolution & Profiles.

The effectiveness of data-driven decision making depends on the quality of the underlying data (unified buyer profiles), so a perfect score in this category is significant. While other categories matter, it all starts with Identity Resolution and unified, active profiles.

Bring your static
data to life.

FORRESTER®	FORRESTER®	FORRESTER®
WAVE STRONG PERFORMER 2024	WAVE STRONG PERFORMER 2024	WAVE STRONG PERFORMER 2023
B2B Revenue Marketing Platforms	Marketing And Sales Data Providers For B2B	B2B Customer Data Platforms

Let's meet.

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