

THE versium IDENTITY GRAPH

THE POWERHOUSE
AT THE CORE
OF ALL VERSIUM
PRODUCTS & SERVICES



DATAFINDER



REACH



PREDICT



CUSTOM SOLUTIONS



DEVELOPER APIS

7B+

UNIQUE ID PARAMETERS

3T+

INSIGHT ATTRIBUTES

BENEFITS

Top quality first-party data and contact point validation

Advanced data intelligence and insights

Enables vast omnichannel marketing reach

Improved attribution tracking

VERSIUM'S PROPRIETARY
IDENTITY RESOLUTION TECHNOLOGY
CROSS INDEXES OMNICHANNEL CONTACT
POINTS AND ASSOCIATED DATA
FEATURES AT MASSIVE SCALE

FEATURES

AUTOMATED ENTITY RESOLUTION

- Real-time entity mapping with tuned degrees of resolution provides maximum flexibility, increases targeting match rates, and can eliminate synthetic identities
- Automated AI and ETL improves data quality, standardization, and normalization
- Unique B2B2C entity indexing maps consumer contact points to business professional contact points to substantially improve digital reach of business prospects
- Cross-device, IP and, lat/long mapping
- Remote third-party data ingestion and mapping

PROPRIETARY DATA

- 7 B+ U.S. identity parameters across 300+ million consumers, 60+ million business professionals, and 30+ million businesses
- 3 T+ rich insights attributes provide maximum data intelligence and improved segmentation
- High frequency data update/refresh rates (daily, weekly, monthly)
- Automated data visualization provides easy-to-read, actionable insights

COMPLIANCE

- Strong controls over data privacy, sourcing, and usage
- PII encryption can be indexed to customized external unique identifiers
- Enables suppression control, tracking, and maintenance

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