IDENTITY GRAPH

THE POWERHOUSE AT THE CORE OF ALL VERSIUM PRODUCTS & SERVICES

VERSIMUM’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

BENEFITS

- Top quality first-party data and contact point validation
- Advanced data intelligence and insights
- Enables vast omnichannel marketing reach
- Improved attribution tracking

CONTACT

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7B+
UNIQUE ID PARAMETERS

3T+
INSIGHT ATTRIBUTES