

SUPER IDENTITY GRAPH

CONNECT WITH YOUR AUDIENCE, DRIVE INCREMENTAL REVENUE

If developing a comprehensive view of your customers as they migrate across channels and devices is important to you, or if you're looking to unlock the value of your anonymous traffic, then harness the power of our Super Identity Graph.

Our Super Identity Graph deterministically matches over 6 billion data points to establish a unique identity for virtually every adult in America. Learn more at audienceacuity.com

▶ RESULTS DELIVERED:

A leader in the debt industry has identified 65% of their anonymous traffic and generated a 500% increase in response rates.

PERSONALIZE CONSUMER INTERACTIONS ACROSS CHANNELS & DEVICES



502
MILLION
IDENTITIES
WITH PII



1.1
BILLION
HASHED
EMAIL
ADDRESSES



2.2
BILLION
I.P.
ADDRESSES



175
MILLION
MOBILE
PHONES



2.3
BILLION
MOBILE
AD IDS



228
MILLION
SOCIAL
HANDLES



76
MILLION
LANDLINES

EVALUATE THE BENEFITS OF A TURN-KEY SOLUTION

Our Super Identity Graph enables clients to convert meaningless digital observations into actionable audiences in a compliant manner. Clients gain access to our AWS platform through an API or through a direct installation into their data environments.



CREATE
universal
views of
customers



RE-TARGET
across
channels
and devices



ACTIVATE
prospects
and
audiences



IMPROVE
inbound
customer
engagement

► *“An identity graph provides a universal view of audience members, comprised of profiles that represent individuals or households, with all relevant attributes and identifiers aligned to that profile.”*

–Winterberry Group

Implement your customized solution in less than 90 days.

audience
ACUITY

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