# audience ACUITY

# 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 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

| 243 MILLION IDENTITIES WITH PII | 535 MILLION HASHED EMAIL ADDRESSES | 435 MILLION I.P. ADDRESSES | 119 MILLION MOBILE PHONES | 518 MILLION MOBILE AD IDS | 191 MILLION SOCIAL HANDLES | 194 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

## Implement your customized solution in less than 90 days.

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

–Winterberry Group

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