



**Integrated Customer-Centric Strategies**

# The Navigator

ISM NEWS & INSIGHTS - JANUARY 2017

## **Identity Resolution – The Key to Knowing Your Customers in the Digital Age**

Today, customers have almost limitless ways engage brands, using all kinds of devices across hundreds of touch points. This is the new normal, and the amount and complexity of digital information will only grow in the future. At the same time, potentially-available customer data already exceeds the ability of most organizations to harvest and process it. The good news is that new technology exists, in a field called Identity Resolution, to help connect the dots.

Forrester describes Identity Resolution as:

*“...a key enabler for contextual marketing that connects multiple sources of identity and customer information to support robust targeting, personalization, and addressability across multiple touchpoints and devices. Complete identity resolution marries multiple sources of identifier and interaction information to form a cross-channel view of the consumer.”*

Nowadays, customer data comes from two broad sources – online and off-line. Activities like store visits, service calls, contact-center interactions, etc., are non-digital and take place off-line. These engagements nonetheless can provide important insights that must part of any comprehensive customer profile. Digital (online) data from website visits, eCommerce transactions and Social Media engagements also must be captured, organized and stored. Some of this data will be anonymous. Identity Resolution tools not only help integrate off-line and on-line customer data but also match both anonymous and identifiable data to individual customer records.

The ability to accurately identify customers is essential for all marketing activities. Never have the rewards for getting this right been greater, or the risks for falling short of the competition been more severe. The winners over the next decade will be the companies that commit today to developing capabilities to both harvest and analyze data and serve customers across all possible channels of engagement. **Over the next several weeks, look for further emails that will delve deeper into Identity Resolution: its components, its strategic importance and the opportunities and risks inherent in implementation.**

At ISM, we help our clients gather digital and non-digital customer information, analyze it, derive actionable insights from it and deploy digital tools to customize & optimize each individual customer’s experience. Give us a call to discuss how we can help you improve sales effectiveness, enhance marketing impact, better customer service and achieve increased customer satisfaction, loyalty and advocacy.

Best Regards,

Barton Goldenberg  
President

**301-656-8448**

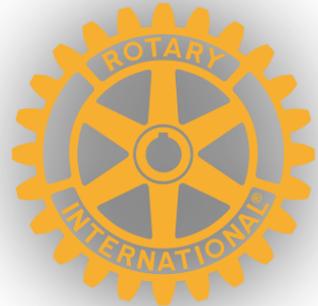
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### **Barton Goldenberg - Rotarian**

Many who know ISM Founder & President Barton Goldenberg know him as a dedicated member of Rotary International, a worldwide organization that brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Barton is currently serving as Area Governor of six Rotary clubs in Northern Montgomery County, MD, and was recently named District Governor Nominee for 2019-2020. In that capacity, Barton will oversee 61 clubs in Central MD and Washington DC. Please join us in congratulating Barton and wishing him well in his forthcoming role!



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