Wunderkind

The Power of Identity Resolution

How Customer Intent Signals Can Trigger Revenue-Generating Messaging

Introduction

In today's increasingly digital shopping landscape, brands have access to a wealth of customer data at their fingertips. However, the key to unlocking the full potential of this data lies in identity resolution—the ability to recognize a customer across multiple touchpoints, devices, and sessions. When paired with the power of customer intent signals, identity resolution enables brands to craft personalized, real-time messaging that not only enhances customer engagement but also drives significant revenue growth.

This guide will explore the concept of identity resolution, the types of customer intent signals that can be leveraged, and how you can use them to trigger revenue-generating messages throughout the customer lifecycle.

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What is Identity Resolution?

Identity resolution is the process of connecting various data points from across a customer's journey to form a complete, unified profile of that individual. It involves linking disparate pieces of information, such as email addresses, mobile numbers, device IDs, and their online behaviors, to accurately recognize and target a customer, regardless of where or how they engage with a brand. It embodies the concept of knowing all that is knowable about both your customers and your potential customers.

Identity resolution partners have technology that spans potentially thousands of websites and may even be spread across thousands of advertisers and publishers. This gives the identity partner immense reach and the ability to observe trillions of browse, click, and purchase behaviors from billions of consumers. Many brands mistakenly consider their own ESP or CDP as a robust identity solution when the real value lies in understanding what consumers do on other digital properties, not just your own. This is central to the value of an identity resolution partner that can help brands recognize anonymous traffic to their websites and provide far more context behind a given consumer, rather than simply recognizing a device.

Why You Would Need Identity Resolution

For starters, identity resolution can greatly enhance a brand's ability to recognize a returning marketable contact. This could be a customer or just someone on your marketing list who appears as anonymous when visiting your website.

There are several technical factors that can cause a returning visitor to appear as anonymous. Here are a few explained simply:

First-Party Cookies Can Expire
Cookies used to track visitors (such as session or identification cookies) may have expiration dates. If the cookie has expired, the visitor will no longer be recognized.

Visitor Deleted Cookies or Used Private Browsing
If the visitor clears their browser cookies or is using a browser in incognito/private mode, they may appear as a new or anonymous visitor.

Using a Different Device or Browser
If the visitor is accessing the website from a different device (e.g., switching from desktop to mobile) or using a different browser that was not previously identified by the brand, they may appear as anonymous.

Logged Out of Their Account
If a brand uses a log-in feature, but the visitor is no longer logged in on their return visit, the website won't be able to tie their session to their user account, treating them as anonymous.

IP Address Changes
Dynamic IP addresses that change frequently (e.g., through the use of VPNs, mobile networks, or simply dynamic IPs from the internet service provider) may cause the website to fail to recognize the user.

Use of Ad Blockers or Script Blockers
Some ad blockers or privacy extensions can block cookies, tracking scripts, or fingerprinting technologies, preventing websites from identifying returning visitors.

Cross-Domain Tracking Issues
If the visitor moves between different domains owned by the same company, cross-domain tracking might not be properly set up, which would cause the system to fail to recognize the visitor across these domains.

Changes in Browser Settings or Updates
Changes in browser settings, such as increased privacy measures (e.g., changes in Safari's Intelligent Tracking Prevention or Firefox's Enhanced Tracking Protection), may restrict the ability to track visitors between sessions.

Use of Multiple Accounts or Emails by One Visitor

If a visitor uses different accounts (e.g., work and personal accounts) on the same website without logging in, they may appear as different users or as anonymous depending on the session.

Server-Side Session Expire
If the website uses server-side sessions to manage user data (instead of client-side cookies), the session may expire, and the visitor could appear as anonymous upon return.

Mobile App vs. Web Access
If a visitor uses both a mobile app and a website, there may be a lack of integration between the two, causing them to be recognized in one environment but anonymous in the other.

Third-Party Cookie Blocking
Increasing browser restrictions on third-party cookies (e.g., in Safari or Firefox) may prevent websites from recognizing users who were previously tracked with third-party cookies.

Identity resolution partners use all available technology to make the best effort to recognize a person visiting a website. This involves stitching together a single profile of each consumer that includes multiple email addresses, mobile numbers, and other identifying technology such as server-side tracking, alongside long-standing technology such as first-party and third-party cookies.

Ultimately, the identity partner is in the business of making this match when needed, and also tapping into their vast scale across thousands of websites, advertisers, and publishers to stitch together the best possible match. It's also worth noting that while your ESP and CDP have limited capabilities to help identify known users but certainly do not have the scale and intelligence an identity partner receives from their wide network.

How Can Identity Resolution Create Revenue Opportunities?

More sophisticated identity partners can not only identify known contacts returning to your digital property, but also build profiles on consumers who visit your digital properties and are anonymous to the brand. This means their browsing and click history is saved and can be unlocked to inform future messages and offers once they convert to an opted-in contact. Additionally, the intent signals a given visitor emits when browsing and clicking across your property can be used to trigger hyper-personalized messages across email, SMS, and even advertising. This data can be used to optimize offers at the individual level, increasing your chances of conversion.

For example, it can create opportunities for triggered messaging and offers when a visitor browses a category of products but does not make a purchase. Many are familiar with the abandoned cart scenario—a customer leaves something in their basket and bounces from the site or app. This can trigger an email or text asking them to complete the purchase. But your identity partner can understand many other signals, such as them browsing a product category and bouncing from your site. Or perhaps they haven't signed up for text alerts yet, and the identity partner can serve up an optimized call-to-action to join the mobile marketing list. There are numerous intent signals that can be linked back to the customer to trigger personalized emails or texts, leveraging a rich tapestry of browsing and clicking behavior to maximize your conversion rates and drive revenue.

It is also worth noting that identity partners significantly enhance your ability to recognize web visitors when they are using multiple devices to engage with your brand. For example, John may browse your site during work on a company-issued laptop, he may look again at your app or website on his phone during his transit home and purchase via his iPad in bed that night. Regardless, identity partners are in the business of recognizing these multiple devices John uses across many different websites. That intelligence helps you stitch together that journey for John. Also, your identity partner may know the best email address to use for John that is most likely to convert when you send a triggered offer. Since John may have several email addresses registered with you, you may not know exactly which one is best to use. However, your identity partner has a history of John on other properties and can suggest which address and even what time to send John your offer, optimizing the likelihood of conversion.

Why is Identity Resolution Important?

Without it, brands are left with fragmented customer data, making it difficult to create consistent relevant experiences. Incomplete profiles lead to missed opportunities for personalized engagement, while effective identity resolution enables brands to:

- Understand customers' preferences and behaviors in real-time

- Create personalized messaging across various channels (email, SMS, app notifications, etc.)

- Improve customer satisfaction by delivering timely and relevant communications

- Drive revenue growth by triggering the right message, at the right moment, to the right email or mobile number

- Maximize CPMs and yield by highly personalizing segments for programmatic ad activation

Key Customer Intent Signals to Drive Messaging

Once a brand has established a strong identity resolution framework, the next step is leveraging intent signals— data points that provide insights into a shopper's behavior, preferences, and intent. These signals help inform when, where, and how to send messages that resonate with customers and encourage them to take action.

Identification Signals

These signals help brands identify who the customer is, even if they haven't logged into an account. They can include details such as an IP address, cookie data, or an email capture on a website. Identification signals allow you to track a customer's journey across multiple touchpoints.

Use Case

A customer browses your website without making a purchase. By capturing their email, you can follow up with personalized product recommendations based on their browsing history or offer a discount to incentivize their next visit.

Behavioral Signals

Behavioral signals track the actions customers take when interacting with your brand, such as browsing certain products, abandoning their cart, or engaging with specific content.

Use Case

A customer has added several items to their cart but didn't complete the purchase. Trigger an automated cart abandonment email reminding them of their selected items and include a personalized offer (e.g., free shipping or a discount) to encourage them to complete the purchase.

Product Signals

These signals provide information about the specific products customers are engaging with, such as product views, wish lists, or purchases. They help predict future behavior and preferences.

Use Case

A customer frequently views certain categories or product types (e.g., running shoes). Send them personalized recommendations for similar or complementary products based on their past interactions, potentially driving additional purchases.

Lifecycle Signals

Lifecycle signals are based on where the customer is in their buying journey, whether they're new to the brand, a loyal customer, or reactivating after a period of inactivity. This information can guide the timing and type of messages a customer receives.

Use Case

A customer browses your website without making a purchase. By capturing their email, you can follow up with personalized product recommendations based on their browsing history or offer a discount to incentivize their next visit.

Transactional Signals

Transactional signals capture data related to a customer's purchase history, such as what they bought, how much they spent, and when they made the purchase. This information is crucial for post-purchase follow-ups and driving future sales.

Use Case

A customer recently purchased a laptop. Send them a follow-up email with recommendations for accessories (e.g., cases, keyboards) or offer a discount on complementary products to increase their overall lifetime value.

How to Trigger Revenue-Generating Messaging

Leveraging the power of identity resolution and customer intent signals enables brands to implement personalized, targeted messaging that not only enhances customer experience but also boosts revenue. It's also important to determine how and where you want your messaging to occur.

For most brands, adding a new ESP or a second party to send emails is cumbersome, potentially expensive, and also problematic for a single unified customer experience. Finding an identity partner that integrates seamlessly into your existing ESP for email messaging is preferable.

When you consider adding text messaging, either SMS or MMS, it's also important to have a single decisioning engine that understands the consumer's wants and needs so that cross-channel messaging is cohesive.

This may be done using your identity partner's text capabilities or your own, but having the decisioning at the identity partner level can greatly help deliver the best experience for the consumer.

Here are a few strategies to consider once you've established your process for decisioning and executing of sends:

Personalized Product Recommendations

By using customer intent signals like browsing behavior and purchase history, you can send highly relevant product recommendations. These recommendations should be timely and reflect the customer's demonstrated interests. For instance, if a customer regularly browses a certain category (e.g., outdoor gear), sending them updates on new arrivals or related products can increase the likelihood of conversion.

Abandoned Cart Reminders

Cart abandonment is one of the most common challenges for eCommerce brands. However, it's also a significant opportunity for revenue recovery. By using behavioral and transactional signals, brands can send personalized cart abandonment emails that remind customers of the items they left behind. Adding incentives, such as discounts or free shipping can further encourage them to complete their purchase.

Re-engagement Campaigns

Lifecycle and transactional signals can indicate when a customer has gone dormant or hasn't interacted with your brand in a while. Triggering a re-engagement campaign with personalized messaging (such as a special discount or highlighting new products they might like) can help reactivate these customers. These campaigns are especially useful during key shopping seasons or when launching new products that may appeal to previously engaged customers.

Triggered Lifecycle Emails

Customers move through different stages of their relationship with a brand, from acquisition to retention to reactivation. Using lifecycle signals, brands can trigger emails that align with where a customer is in their journey. For example, welcome emails can nurture new customers, while loyalty program reminders or exclusive discounts can keep established customers coming back.

Post-Purchase Follow-Up

Transactional signals can also assist with post-purchase follow-ups, such as sending product care tips, warranty information, or suggestions for complementary products. These communications not only enhance the customer's experience but also drive additional sales by recommending items that complement their recent purchase.

Highly Targeted Ads

Marketers, advertisers, and publishers can leverage intent signals and identity networks to recognize site visitors and ensure personalized ads are served, or to serve retargeting ads after visitors fail to convert.

How AI Supercharges Identity's Impact on Revenue

Now that we've established what identity resolution is, how it works, and what it can do, let's talk about how AI and machine learning can supercharge its impact on your revenue. Depending on your identity partner, they have access to an immense amount of consumer data they can use to inform your marketing strategies. Gone are the days of journey orchestration where human marketers would lay out the steps a consumer could take throughout their experience with your brand. Leveraging AI on top of this data removes the human decisions out of the process and optimizes all of your consumers' intent signals in real time to make better decisions on how, when, where, and what to offer them. AI and machine learning are far more capable of optimizing your consumer journey than any human could be. This is great news because the humans in your marketing team can focus on more human tasks while the data and AI bring speed and efficiency to your triggered messaging, leading to optimal conversions and increased revenue.

It's critical when evaluating identity resolution partners to understand their AI capabilities and their roadmap. Beware of "AI washing," which refers to the application of AI in superficial and non-critical use cases. Having AI change copy or creative has quickly become table stakes. It's a given that your partners will have those capabilities. But dig in deep to understand how they are tapping into their data alongside your first-party data to maximize decisioning and the impact on your revenue. This also supports the idea that your partner should be tied to delivering outcomes rather than simply a service or platform access. Partners that guarantee outcomes are far more confident in their capabilities and technology than ones selling you seats or subscriptions.

Critical Capabilities for Identity Resolution

When considering an identity resolution solution, there are several critical capabilities that can help your organization effectively navigate the evolving digital ecosystem. These capabilities ensure that your identity resolution approach is future-proof, scalable, and compliant with privacy regulations. Here's what to prioritize:

1. First-Party Data Utilization

With third-party cookies on the decline, leveraging first-party data is non-negotiable for sustainable identity resolution. Solutions should rely on signals independent of cookies to generate persistent identifiers, enabling the recognition of visitors across devices and sessions. First-party data ensures compliance with privacy regulations and provides businesses with greater control over their customer data.

2. Comprehensive Identity Graph

A robust identity resolution solution should maintain a well-developed identity graph, integrating data from various sources to recognize a wide range of consumer devices and profiles. This graph should be continuously updated, ensuring accuracy in tracking over time. By consolidating emails, phone numbers, Device IDs, browsing behavior, and third-party identifiers into a single view powered by machine learning, businesses can drive more personalized experiences and precise marketing activations.

3. Cross-Platform Identity Enrichment

A strong identity resolution strategy includes the ability to enrich identity data by integrating with established frameworks such as UID2. This capability allows advertisers to create scalable, cookie-less segments for programmatic advertising, while publishers can resolve anonymous traffic into addressable audiences. Identity enrichment helps ensure that even unknown visitors can be matched to existing customer profiles, maximizing value and improving targeting accuracy.

4. Cross-Site and Cross-Device Tracking

To create a seamless customer experience, it's essential to identify visitors across multiple sites and devices. Effective identity resolution solutions use both probabilistic and deterministic methods to match traffic to an individual's email address, phone number, or other key identifiers. This capability allows businesses to maintain consistency in their messaging and interactions across different channels, driving stronger engagement.

5. Server-Side Tracking

To extend the timeframe in which visitors can be recognized, server-side tracking should be integrated into your identity resolution efforts. By relying on first-party cookies and server-to-server connections, businesses can improve return-visit recognition and deliver better, more personalized on-site experiences. Server-side tracking ensures that data collection remains accurate and persistent, even as browser-based tracking becomes more limited.

6. Privacy and Compliance

As privacy regulations like GDPR and CCPA evolve, compliance is a critical capability for any identity solution. Ensure that your platform is fully compliant with global privacy laws and frameworks, including the IAB's Transparency and Consent Framework (TCF). Additionally, adhering to best practices established by industry bodies like the Digital Advertising Alliance and the Network Advertising Initiative can help safeguard your brand's reputation.

7. Encrypted Data Transfers

Data security is a non-negotiable aspect of identity resolution. Ensure that all data transfers occur through secure channels, such as SFTP or HTTPS, with TLS encryption. These encrypted data transfers provide an additional layer of protection, ensuring that sensitive customer data remains secure during collection, processing, and activation.

By prioritizing these critical capabilities, organizations can build a strong foundation for identity resolution that not only enhances customer recognition and personalization but also ensures privacy, compliance, and security in an ever-changing digital landscape.

Conclusion: The Revenue Impact of Identity Resolution and Customer Intent Signals

Identity resolution and customer intent signals form the foundation of modern, data-driven marketing strategies. By understanding who your customers are, what they want, and how they behave, you can craft personalized, timely messages that resonate with them at every stage of their journey. This approach not only improves customer engagement but also drives significant revenue growth.

Whether through personalized product recommendations, timely cart abandonment reminders, or lifecycle-triggered campaigns, the possibilities for revenue-generating messaging are vast. Brands that invest in robust identity resolution and leverage customer intent signals effectively will be better positioned to meet customer expectations, foster loyalty, and achieve sustainable growth.

The Wunderkind Advantage

For starters, identity resolution can greatly enhance a brand's ability to recognize a returning marketable contact. This could be a customer or just someone on your marketing list who appears as anonymous when visiting your website. There are several technical factors that can cause a returning visitor to appear as anonymous. Here are a few explained simply:

UID 2.0 Integration allows advertisers to achieve scalable, cookieless targeting and enhanced precision in user identification, ensuring effective and privacy-compliant ad campaigns. For publishers, it converts unknown visitors into addressable audiences, boosting CPMs and overall ad revenue while improving user experience with more personalized content. By adopting this framework, the Wunderkind Identity Network will continue to grow stronger as more advertisers and publishers hydrate the consumer profiles in the Wunderkind Identity Network to provide even more value to eCommerce brands and retailers.

PrivacyID is a capability that unifies a user's multiple identities and behaviors across devices and sites into a single, comprehensive profile. This allows for improved marketing personalization and performance by providing a more complete understanding of user behavior and preferences. Additionally, PrivacyID adheres to privacy regulations, ensuring that data is collected and used in a compliant manner, which translates to measurable revenue gains for clients.

Cross-Site and Cross-Device Capabilities. Wunderkind leverages probabilistic and deterministic methods to identify traffic across sites and devices down to an email address or phone number in your own first-party database.

Server-Side Tracking involves creating a domain redirect that allows Wunderkind to set first-party cookies directly on the client's domain, rather than a third-party domain. This approach extends the lifespan of first-party cookies, particularly on browsers like Safari, ensuring consistent user identification and enhancing marketing personalization and performance.

Global Compliance is extensive. Whether it's GDPR, CPRA or any other acronym, Wunderkind either meets or exceeds global privacy regulations where they operate. It's also worth noting that Wunderkind does not share behavioral data or PII between clients or with any outside parties. In simple terms, Wunderkind doesn't sell or share email addresses across their client base. unknown visitors into addressable audiences, boosting CPMs and overall ad revenue while improving user experience with more personalized content. By adopting this framework, the Wunderkind Identity Network will continue to grow stronger as more advertisers and publishers hydrate the consumer profiles in the Wunderkind Identity Network to provide even more value to eCommerce brands and retailers.

Testimonials from Wunderkind Clients

"Wunderkind's vast network of clients and customers allows them to connect that information at a much higher rate than any other company"

Jay Nigrelli,
Perry Ellis International

"Wunderkind's secret sauce is in their identity graph. Through their identity graph, they can identify more visitors to your website, knowing who is visiting and serving the right message at the right time, increasing conversion rates and engagement."

Kyle Brucculeri,
Fractional CFO

"The biggest thing we're paying attention to is the number of people you're able to identify to send emails to. We know that you guys are providing more than the standard option that might be provided in like Klaviyo."

Molly Wallace Kerrigan,
Shinesty

"Wunderkind allows you to send more behavioral email... you're identifying devices, identifying more anonymous traffic, and connecting those dots that you can't do with your ESP."

Brandon Maskell,
Titan Brands

Testimonials from Wunderkind Clients

"Privacy ID to me really unlocks our ability to optimize a single user's journey... It helps us ensure that the most engaged consumers are receiving messages at the optimal time, rather than just receiving an abundance of messages that may not be relevant to where they are in their journey."

Moly Delp,
True Botanicals

"There's nothing I see in the market that compares to what Wunderkind does... it has been clear that their capabilities in identifying and re-engaging customers are unmatched. When we briefly moved away from Wunderkind, we quickly returned because we didn't see the same results elsewhere."
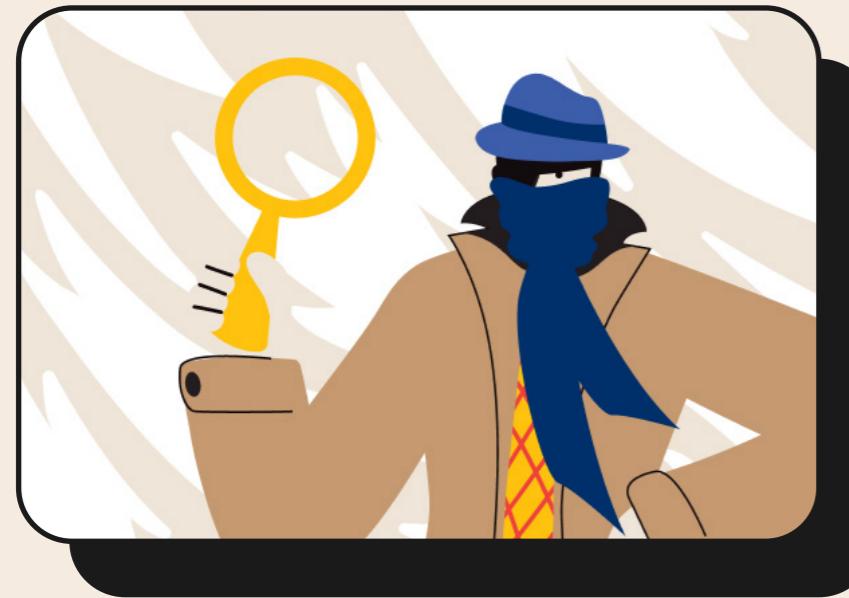
Lauren Zarzour,
Kendra Scott

"The identity resolution and the high volume of email sending Wunderkind enables are unmatched. There is no other vendor able to identify as many consumers on our site and deliver that consistent experience while driving a high volume of emails."
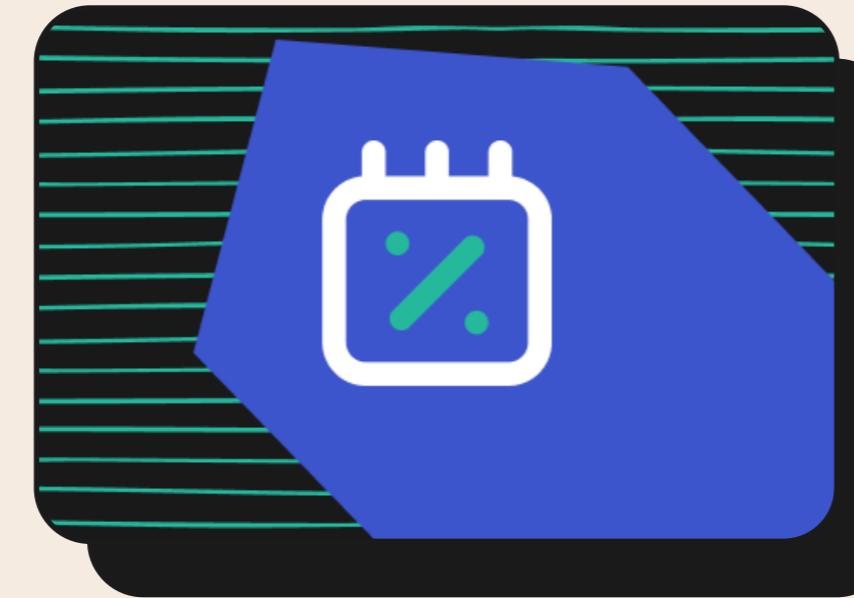
Rachel Waldstein,
Wolverine Worldwide
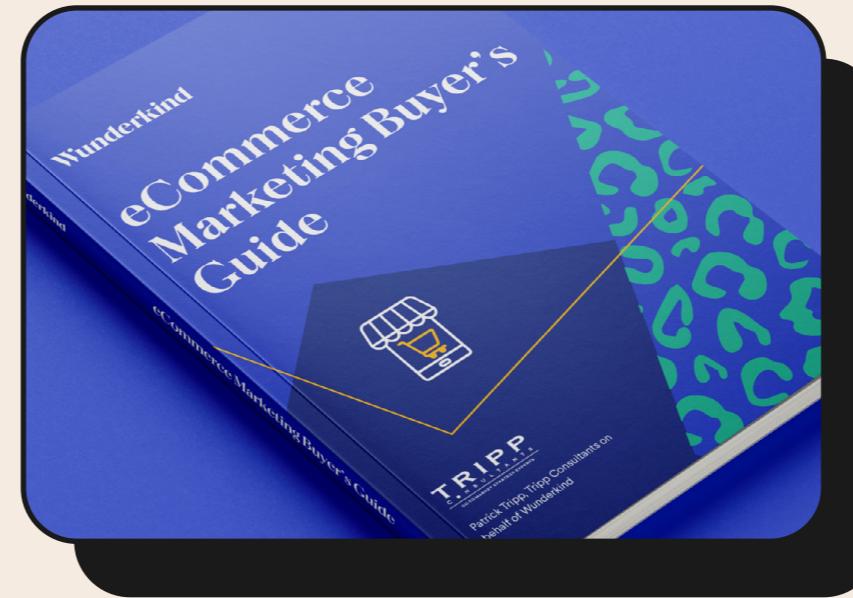
Unlocking the Power of Identity Resolution: Use Cases from Industry Experts

Wunderkind's Identity solution transforms brand-customer connections empowering marketers to deliver personalized experiences, ensuring privacy, compliance, and seamless cross-device engagement, leveraging powerful first-party data insights. **Watch On-Demand**.
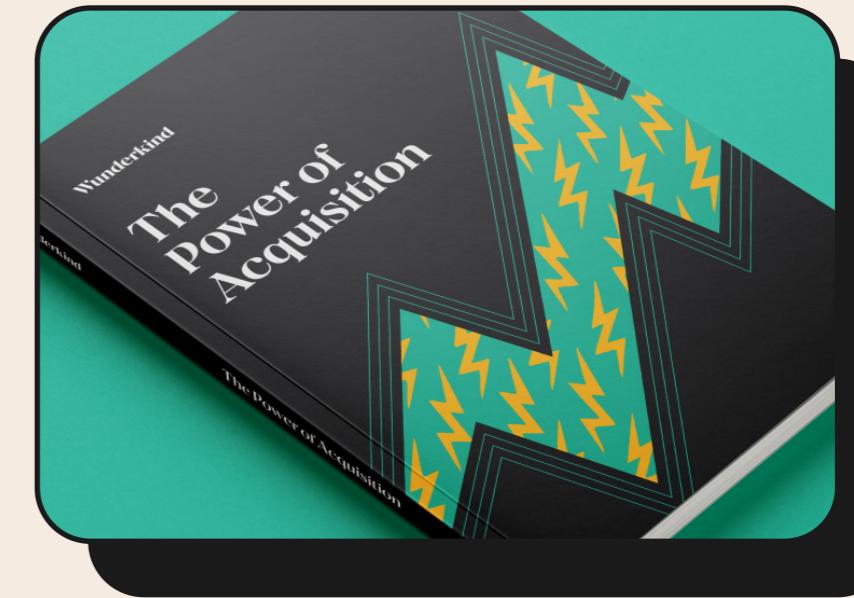

How AI & Identity Resolution Can Supercharge BFCM Revenue In 2024

Discover how AI and data can transform your BFCM strategy in our upcoming webinar. Learn how to acquire more first-party data, deliver personalized offers, and leverage AI to optimize the customer journey, freeing marketers to focus on more impactful tasks this holiday season. **Watch On-Demand**.

eCommerce Marketing Buyer's Guide

Navigate the evolving eCommerce landscape with confidence by selecting the right identity partner. Wunderkind's latest ebook provides key questions and insights to help you choose a vendor that delivers personalized experiences, strategic guidance, and comprehensive data-driven solutions for sustainable growth. **Download Now**.

The Power of Acquisition

Unlock the power of first-party data with our comprehensive guide, designed to help you turn website visitors into engaged customers. Learn how to collect emails and phone numbers, leverage behavioral targeting for personalized marketing, and ensure compliance with privacy laws, all while boosting conversion rates at a lower cost than paid media. **Download Now**.

Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for brands in order to scale hyper-personalized one-to-one messages. Brands lean on the Wunderkind Identity Network, a proprietary database recognizing 9 billion devices and 1 billion consumers, and observes 2 trillion digital transactions every year, to trigger the most impactful offers to their target audience at the right moment and in the right channel. This proprietary data is accessed by Wunderkind's Autonomous Marketing Platform, an AI engine that integrates seamlessly into a brands' existing ESP to boost performance across email, text and advertising channels.

Wunderkind is the only performance solution that guarantees a lift in revenue for its clients and delivers over $5 billion in directly attributable revenue annually for brands across a number of industries, often ranking as a top 3 revenue channel in clients' own analytics platforms. Brands such as Harley-Davidson, Perry Ellis and Shoe Carnival partner with Wunderkind to drive top-line revenue through its guaranteed results.