

How Identity Resolution Works

COOKIE /'kookē/
a packet of data sent by an Internet server to a browser, which is returned by the browser each time it subsequently accesses the same server, used to identify the user or track their access to the server.

IDENTITY RESOLUTION PARTNER

Gathers audience data from thousands of partner websites.



FORMS

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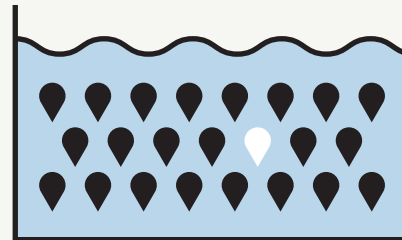
Site visitors fill out forms on these sites.

FORMS

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Cookies are dropped on those visitors, linked to their email address.

COOKIE POOL



Email address is the key that matches up with our identity resolution partner's cookie pool, unlocking your audience across the web.

AD NETWORK PARTNER



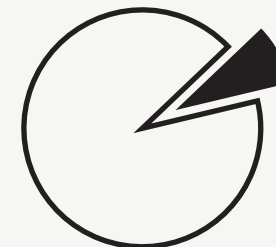
UNIVERSAL ID



Our ad network partner constructs a universal ID for each person that has the potential to follow that person across multiple devices.



100K+ BRAND-SAFE WEBSITES



- INDUSTRY SIC/NAICS**
- BUYING INTEREST**
- JOB DUTY**

PMMI E-DATABASE

This infographic describes how identity resolution works on our network of 100K+ brand-safe websites. Facebook and LinkedIn have their own proprietary identity resolution models that involve integrations with many offline data sources, and which consequently differ from what's depicted above.