

Use AbiliTec Recognition for identity resolution for your known environments. Recognize, consolidate, and clean CRM data across all database management systems.

Challenge

Customer records are often stored by PII touchpoint across multiple databases. One person could have multiple records under different names associated with different contact data.

With a large percent of consumer data constantly changing, it's not easy for a marketing platform to deliver data accurately with data fragmentation sitting across the stack.

Solution

LiveRamp AbiliTec Recognition is an offline PII resolution technology which gives you the ability to connect and update what you know about consumers, resolving PII across enterprise databases and systems to deliver a better customer experience.

Resolve to any identifier across multiple data sets

Return a Person ID, Household ID, or Place ID to support your resolution needs.



Liz Jones	20 Stag Dr., Chicago, IL 33456	Person ID 000US1234	HouseHold ID 000US789	Place ID 000US456
Ron Jones	20 Stag Dr., Chicago, IL 33456	Person ID 000US0987	HouseHold ID 000US789	Place ID 000US456
Jane Wilson	20 Stag Dr., Chicago, IL 33456	Person ID 000US6543	HouseHold ID 000US6543	Place ID 000US456

Additional flags and metadata make it easier to incorporate resolution logic

Best Contact

Indicate when a postal address, email address or phone number matched is the best one for that customer.

Email Click Verified

Return if an email address has had active clicks.

Match Metadata

Indicate at which step of the match cascade a match occurred, and which components were used in making a match.