



12 MUST-ASK QUESTIONS TO
SEPARATE FACT FROM FICTION

THE SEARCH FOR THE IDEAL
IDENTITY SOLUTION

THE COMPLEX PROMISE OF IDENTITY RESOLUTION

“Identity” is now one of the most frequently used buzzwords in digital marketing, but few really understand its meaning and impact. So why does identity matter?

Today’s consumer journey is complex with various channels, devices, and publishers at the consumer’s fingertips; fragmenting their shopping, browsing, and purchasing behavior. Each time a consumer interacts with your brand on various channels, a different identifier (email address, physical address, mobile phone number, device ID, or cookies) can be attributed to that consumer, making it difficult for advertisers to accurately and efficiently reach the right consumer.

How do you reconcile these identifiers? The promise of a quality identify graph is to enable marketers to deliver personalized experiences across devices and channels with confidence that they are reaching their intended audience and not wasting marketing spend on inaccurate data.

Device usage is increasing.

4

Networked devices & connections per person globally by 2021

13

in North America - up from 8 in 2016

SIMPLIFY THE DECISION-MAKING PROCESS

The identity graph space is crowded, and vendors vary widely in terms of methodology and offerings. Without knowing what to ask, you may buy a subpar product that will waste marketing dollars and deliver a negative consumer experience.

When evaluating identity providers, it is critical to go beyond the sales pitch and ask the real questions that matter for a quality solution. Here are the 12 must-ask questions for sourcing identity vendors to ensure you are working with the right partner.



71% of people react negatively to inconsistencies in brand experiences across devices.”

- Forrester

THE 12 MUST-ASK QUESTIONS FOR IDENTITY VENDORS

1

WHAT IS UNIQUE ABOUT HOW YOUR COMPANY SOURCES IDENTITY DATA?

Why it matters

Identity providers often tout their own identity-linking datasets. However, as the data gets further from the source a dilution of quality and actionability may occur.

Oracle Data Cloud's competitive advantage

Oracle is the only provider with a national consumer identity asset with a full Personally Identifiable Information (PII)-based data asset. The Oracle ID Graph™ is powered by over \$90B in transactions tied to real people every week, and digital ID graphing on 115MM+ households within the U.S. alone. In addition to the offline data, Oracle has a global network of 15MM websites that enable us to see a tremendous amount of daily online traffic.

Oracle ID Graph by the numbers.

\$5T | in transactions

115MM+ | U.S. households

15MM | global websites

1.5K | U.S. brick-and-mortar retailers

2

HOW IS YOUR IDENTITY GRAPH LINKED TO "REAL WORLD" OFFLINE PII?

Why it matters

As previously mentioned, the promise of an identity graph is to connect identifiers to the consumer online and offline. Offline data ties the identity graph to real people living at a real address, not just a mixture of device IDs and cookies. Identity graphs built from offline and online signals are better connected and validated.

Oracle Data Cloud's competitive advantage

The Oracle ID Graph includes standard pseudonymized digital IDs (browser cookies, mobile advertising IDs, IP addresses, and console IDs) along with hashed first names, last names, postal addresses, email addresses, and telephone numbers. This data is sourced from Oracle's offline retail transaction datasets, which include data from 1.5K+ U.S. brick-and-mortar retailers. This data is hashed before being linked to the pseudonymized digital IDs.

3

HOW DO YOU VALIDATE THE QUALITY OF YOUR IDENTITY GRAPH?

Why it matters

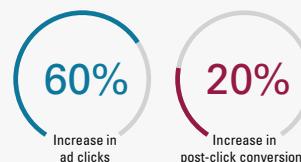
An identity graph is the key to executing true people-based marketing to enhance consumer experiences and optimize siloed marketing spend. Without validating the linkages, marketers are unknowingly activating campaigns against cookies that are tied back to hundreds of irrelevant users, leading to wasted impressions and advertising dollars.

Oracle Data Cloud's competitive advantage

The Oracle ID Graph scores and validates each match for quality against a more than 99 percent accurate validation dataset—observed matches tying IDs back to hashed PII, often in the form of billing or subscriber information. Only matches that meet strict quality thresholds make it into the Oracle ID Graph. For clients specifically looking to adjust quality measures in favor of more scale, our cross-device solution includes a match confidence score that enables clients to optimize for scale or accuracy.

Identity-powered cross-device wins.

A leading e-retailer was looking to increase conversions by extending their reach to mobile. By leveraging our device mapping, powered by the Oracle ID Graph, they effectively retargeted their website visitors with personalized in-app ads with:



4

WHAT IS BEING DONE TO VALIDATE THE ACCURACY OF YOUR DETERMINISTIC MATCHES?

Why it matters

There is a perception by many marketers that deterministic data is 100 percent accurate, but the reality is there are discrepancies among deterministic matches. For example, if a friend uses your login to access a streaming service on their laptop, your account and email address are now deterministically linked to your friend's laptop.

Oracle Data Cloud's competitive advantage

Oracle sources deterministic data inputs from a variety of sources, but what Oracle does with all this data is our key differentiator. Oracle builds a single, universal view of identity by evaluating and scoring data used for the Oracle ID Graph—both deterministic and probabilistic—for quality. This process evaluates discrepancies and ultimately removes any connections that don't meet our strict quality thresholds.

5

DOES YOUR SOLUTION SUPPORT 1ST PARTY DATA ONBOARDING?

Why it matters

Data onboarding is mainly used to connect a client's offline consumer records with online users. First party onboarding is critical for many marketers to reach consumers beyond their website and email campaigns for better personalization, insights, and targeting.

Oracle Data Cloud's competitive advantage

Oracle OnRamp™ is our proprietary onboarding solution, which ingests PII and matches it to 115MM U.S. households, first names, last names, and telephone numbers. Oracle OnRamp consistently outperforms competitive solutions when matching consumer files on reach, performance, and accuracy. In fact, our research shows more than 90 percent of the time Oracle OnRamp outperforms competitive solutions when looking at these factors.

Oracle Onramp
outperforms
competitive
solutions

+90%

of the time
when based on
accuracy and
reach.

6

CAN YOUR SOLUTION MEASURE RETURN ON INVESTMENT (ROI) ON THE MAJOR PEOPLE-BASED PLATFORMS?

Why it matters

Identity assets used to prove an advertiser's ROI must pass the highest levels of quality assurance from the advertisers and the platforms where the campaigns are running. Achieving quality measurement requires accurately mapping data across a variety of offline and online data assets. More than 90 percent of all retail purchases are made offline. Therefore, the ability to map online impressions to the offline purchase, for use in measurement, through the identity graph is important.

Oracle Data Cloud's competitive advantage

The Oracle ID Graph powers the solutions used and trusted by the biggest advertisers and most popular platforms in the world to measure media impact and effectiveness. Specifically, Oracle has been vetted and approved by Google, Facebook, Instagram, Twitter, Snap, and Pinterest for causal ROI measurement on their platforms. These partners conducted rigorous closed-loop tests whereby consumers self-identify through advertiser interaction and validated our identity matches.

7

DOES YOUR IDENTITY SOLUTION CONNECT TO ALL THE PEOPLE-BASED PLATFORMS WHERE AN ADVERTISER ACTIVATES AUDIENCES?

Why it matters

All that effort went into building your audience and ensuring the connections for that audience are accurate. Don't you want to reach that audience where they spend their time? Connecting identity to people-based platforms is required to truly deliver a complete consumer marketing experience.

Oracle Data Cloud's competitive advantage

Oracle's PII datasets are tested and validated by the leading people-based platforms in the industry. This vetting and confirmation enabled Oracle to build out direct integrations with platforms like Google, Facebook, Instagram, Twitter, Snap, Pinterest, and Pandora. These direct integrations enable marketers to test multiple activation partners simultaneously with unmatched data portability.



8

HOW CAN A CLIENT'S NOTION OF IDENTITY (I.E., A PRIVATE CUSTOMER ID) BE INCORPORATED INTO YOUR IDENTITY SOLUTION?

Why it matters

Many marketers have a persistent unique ID upon which their consumer data and analytics are built. Instead of having to match that ID and translate to a cookie or device ID, there is immense value in having everything built upon the ID that the rest of an existing infrastructure already revolves around.

Oracle Data Cloud's competitive advantage

The Oracle ID Graph works with all connected devices, browsers, applications, and even unique customer IDs. We allow clients to bring their own internal customer ID into the platform and enable them to store pseudonymized data on that ID and link other ID spaces to that ID (mobile device IDs, desktop cookies, etc.).



Intel needed to increase incoming traffic and the company wanted to do it in a smarter way. Intel developed predictive models using 3rd party data available in Oracle Data Cloud to generate look-alike models—large-scale audiences built from an ideal “seed” audience. Using this approach, Intel saw a 75 percent cost-per-engagement reduction for the campaign.

Intel saw a

75%

cost-per-engagement
reduction

9

DO YOU HAVE A SELF-SERVICE PLATFORM WHERE I CAN MANAGE IDENTITY DATA?

Why it matters

Identity graph use cases and applications are varied and nuanced so having a central platform to manage datasets and functionality is important. It's also vital that this platform be well integrated across the ecosystem to allow for flexibility and ease of deployment.

Oracle Data Cloud's competitive advantage

Oracle has a suite of identity-related products and services, several of which can be managed in the Oracle BlueKai Platform. Oracle is continuing to build more robust identity management capabilities directly in the platform for more self-service functionality. This platform is strongly integrated with the top demand-side platforms (DSPs) and other AdTech platforms in the space to easily activate on your identity use cases.

10

DO YOUR IDENTITY CAPABILITIES APPLY TO NON-U.S. MARKETS?

Why it matters

Consumers are not always tethered to one country and neither should your identity vendor. You need a solution that can span across borders and provide scale in the key markets that matter to your business.

Oracle Data Cloud's competitive advantage

Oracle ID Graph has a global footprint that includes coverage outside the U.S. In fact, when we look at our cookie pool in aggregate, most of our cookies are international. Outside the U.S., we currently have cross-device graphs available across EMEA, APAC, and LATAM with support for additional countries and regions launching in the coming months.

11

HOW DO YOU ADHERE TO CONSUMER NOTICE AND CHOICE?

Why it matters

Protecting consumer privacy should be paramount to any marketer. Every consumer should be empowered to make an informed decision about what information is collected and how it is used.

Oracle Data Cloud's competitive advantage

Oracle Data Cloud puts consumer choice at the forefront of the ID Graph technology with two levels of opt-outs. Consumers can opt out of the offline data and, in those cases, Oracle will no longer connect any purchase data to their known identity. Consumers also can opt out of interest-based targeting online. In those cases, Oracle will drop an opt-out cookie and therefore will not use them in the segment creation. Oracle Data Cloud provides detailed information on how we use consumer data in our [Oracle Data Cloud privacy policy](#).

12

ARE YOU OPEN TO A FREE HEAD-TO-HEAD IDENTITY EVALUATION?

Why it matters

A head-to-head test is one way to prove that the content of an identity solution meets your needs. To truly deliver on the promise of people-based marketing you need to know that the consumer in your database actually matches to the set of IDs (devices, cookies, etc.) confirmed by an identity vendor. Getting this wrong means wasted media dollars and delivering inconsistent experiences cross-channel.

Oracle Data Cloud's competitive advantage

We will happily have our platform and claims scrutinized in head-to-head tests. We are confident Oracle's identity solutions are best-in-class in the industry, and we can prove it by providing granular and transparent reporting. We believe well-informed clients are the most successful clients. Our success is tied to yours, so we're eager to help you design and execute tests to illuminate truth over claims. We will walk you through how we source, scrutinize, and build our identity asset.

Contact The Data Hotline to set up a free match test and put our solutions to the test!



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