

Enabling a More Relevant Site Experience with First-Party Data

Challenge

The traditional approach to recognize site visitors utilizes third-party cookies. Third-party cookies have steadily declined over time, impacting their ability to connect to the data. A major financial services brand needed to connect individual-level data for unauthenticated website visitors to the first-, second-, and third-party data that drives its acquisition models.

Solution

Implemented a first-party identity graph across all digital sources and lines of business. It also connected digital identifiers using machine learning algorithms. After integrating the identity graph into its site decisioning capabilities, match rates increased by more than 20 percentage points.

Results

- Significantly increased new account acquisitions via proven proprietary models to optimize website offers.
- Recaptured much of the identity loss experienced due to limitations of third-party cookies
- Measured immediate impact to model performance
- Achieved better visitor recognition with Safari and Firefox browsers
- Executed a successful identity roadmap that will future-proof its solution after third-party cookie deprecation



REAL IDENTITY

Bottom Line Impact

Optimized customer experience

Maximized model performance

Increased match rates by 20% using first-party data

ACX IOM

Case Study

Identity • Financial Services