



# Identity Linkage

Gain a complete view of your customers, using deterministic, validated data

Your customers don't engage with you via one channel alone - so why are you treating them that way? To be a successful marketer in today's world, you need to ensure the brand experience you provide to your customers is consistent, no matter which channel they're using.

Media Source Solutions can help with our identity resolution service. In a recent data analysis carried out by independent data validator, Truthset, Media Source Solutions was found to have ranked **#1 for accuracy in assigning HEMs to postal address**. With an index of 129, our HEM to postal data is almost 30% more accurate than the average provider.

If you're looking for quality data to insert into your identity graph in order to carry out:

- Identity Linkage
- Frequency Capping
- Audience Expansion
- Conversion Attribution

Speak to us today!



## Our Data



### HEMs to MAIDs

- 11B HEM-MAID links every 30 days
- 66B HEM-MAID links every 6 months



### HEMs to IPs

- 5.6B HEM-IP links every 30 days
- 26.6B HEM-IP links every 6 months



### Unique HEMs to MAIDs

- 250MM unique HEM-MAID links every 30 days
- 1.3B unique HEM-MAID links every 6 months



### Unique HEMs to IPs

- 73MM unique HEM-IP links every 30 days
- 220MM unique HEM-IP links every 6 months

