



What is Identity Resolution?

Despite having tons of customer data tools, data teams are still struggling to build complete customer profiles. Identity Resolution enables you to match different identifiers across multiple devices and digital touchpoints to provide a personalized customer experience.

RudderStack enables you to build your customer profiles in your data warehouse, then send them to your entire stack for activation so you can:



Lift average basket size. Product recommendation engines are only as powerful as the data you feed them. Stitch together browsing sessions across devices to provide personalized recommendations.



Increase customer lifetime value with personalization. Get the full picture of the user journey as your customers browse and purchase across web, mobile, and other devices. Send them the right offer at the right time.



Boost web and mobile conversion rates. Understand and optimize how visitors browse new product lines, adopt new features, and engage with new purchase flows.

“RudderStack’s warehouse-first approach gives us the best of both worlds. We have the event data streams that we can activate in real-time. We also send the event data to Snowflake and join it with data from different CRM services to create a richer customer profile that we can then send to downstream destinations such as Iterable.”



Chris Frye,
Director of Digital Architecture at Crate and Barrel

Trusted by

SimpliSafe

Hinge

allbirds

Crate&Barrel

priceline®