

WHY RETAILERS STRUGGLE WITH IDENTITY MANAGEMENT

And what they can do about it.



In order for retail brands to understand and react to what customers want, they need an identity management program that recognizes each person across every interaction with their brand.

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But [this research](#) from Forrester Consulting commissioned by Epsilon shows that fewer than half of retailers can do it.

Learn what's stopping retailers from truly knowing each customer—and how they can improve.

Retailers want to deliver better customer experiences.



Even though 63% of retailers have had an identity program for over a year, they're still struggling to recognize people across channels and provide the seamless experiences their customers want.



58% can't personalize online campaigns



56% can't determine the right audiences for online campaigns



52% can't prove performance through measurement of their marketing

Why do retailers struggle to recognize customers?

- 1 They don't understand their audience**

Only **35%** of retailers use identity resolution to find the right audience vs. **41%** of companies overall

Of all industries, retailers are the **least likely** to use their program for customer journey analytics
- 2 They rely heavily on three identifiers**

81% use email address

63% use login data from their website

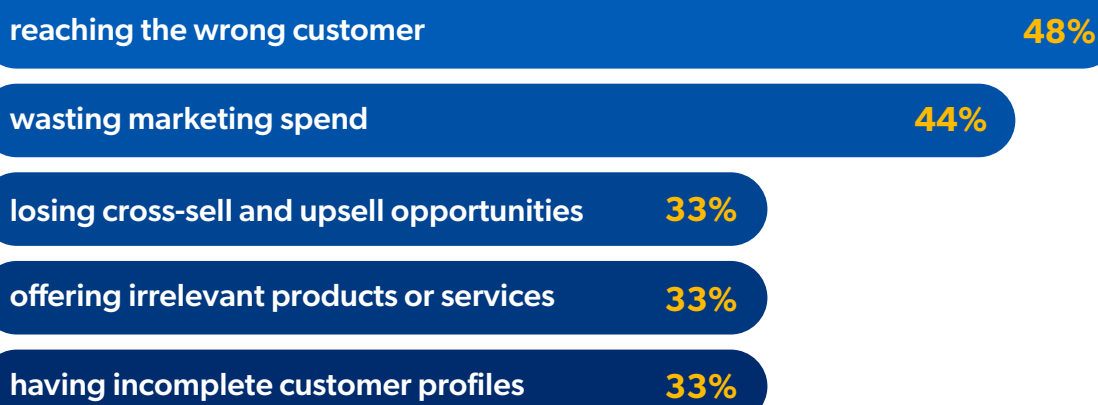
60% use IP address
- 3 Many aren't using more robust identifiers**

35% use offline transactional data

33% use third-party persistent identifier

31% use AD ID (e.g., GAID, IDFA)

What do retailers say they risk if their identity resolution program isn't effective?



What results have retailers seen from a strong identity management program?

- 40%** saw more efficient marketing spend
- 40%** delivered the right amount of impressions to customers
- 37%** better identified ad fraud and other issues
- 35%** reached the right customers with personalized content
- 34%** better adhered to privacy controls and opt-outs

Advancing your identity program will help you to better deliver against your goals, including improving customer satisfaction, increasing revenue and more.

Learn more about how identity management helps retailers in our full report: [Improve Customer Experience and Optimize with Identity Resolution: A Spotlight on Retail](#)