

Don't let your marketing performance collapse

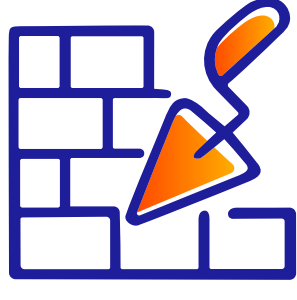
Marketers who don't understand their customers are wasting billions of dollars a year. Without strong identity management, you can't deliver relevant messages, reduce waste and optimize your ROMI (return on marketing investment). Don't take bets on building that knowledge—there's too much at stake.

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We commissioned Forrester Consulting to survey 200+ marketing execs across retail, travel, auto and financial services industries on the state of identity resolution strategies. We found that many brands are making the same mistakes.

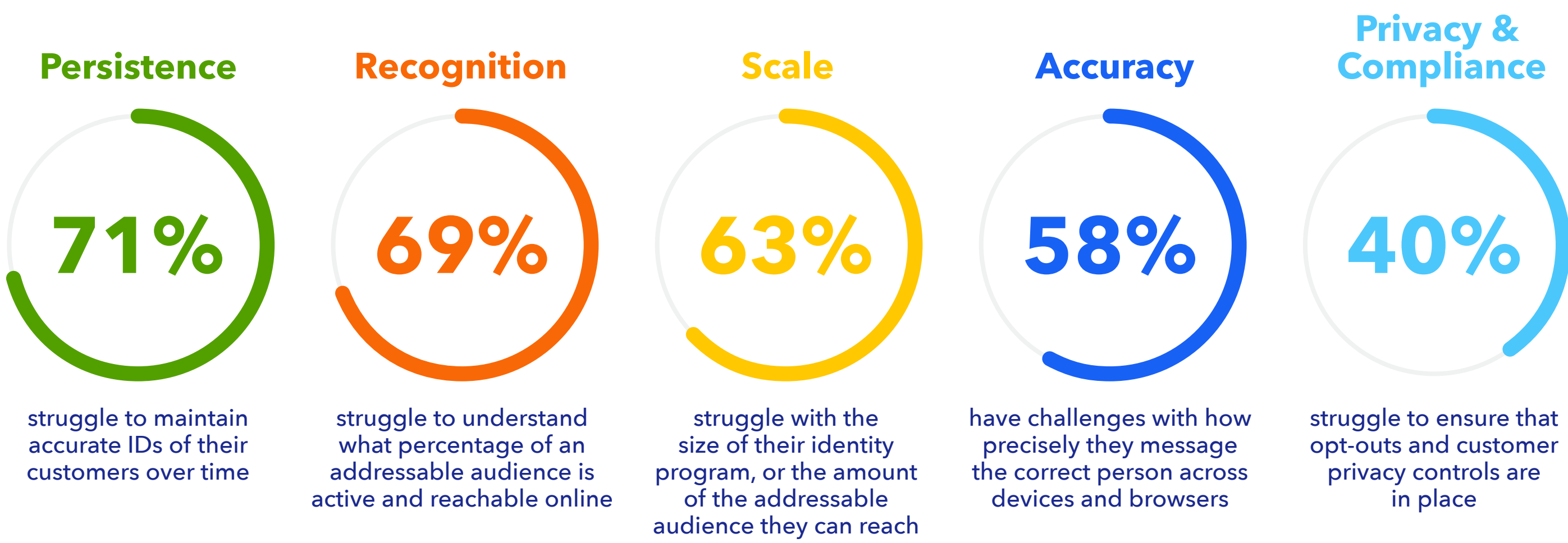


Many identity programs are built on a house of cards.



When it comes to building an understanding of your customers, you need a sound structure, propped up by the five pillars of identity. Just one weak pillar means you've reached the wrong person, wasted marketing dollars and increased your risk of collapse.

We discovered that a majority of brands aren't driving maximum value because they face challenges across each of these identity pillars:



Industry	Top identity challenge
Automotive	Lack of scale (37% ranked as #1 issue)
Financial Services	Lack of accuracy (30% ranked as #1 issue)
Retail	Lack of scale (35% ranked as #1 issue)
Travel	Lack of scale (25% ranked as #1 issue)

C-suite executives don't see their foundational issues.



Marketing leaders consistently overrate their programs' performance compared to director-level respondents with more day-to-day visibility. This lack of coordination and awareness leads to a faulty understanding of their customers.

We found that CMOs are:

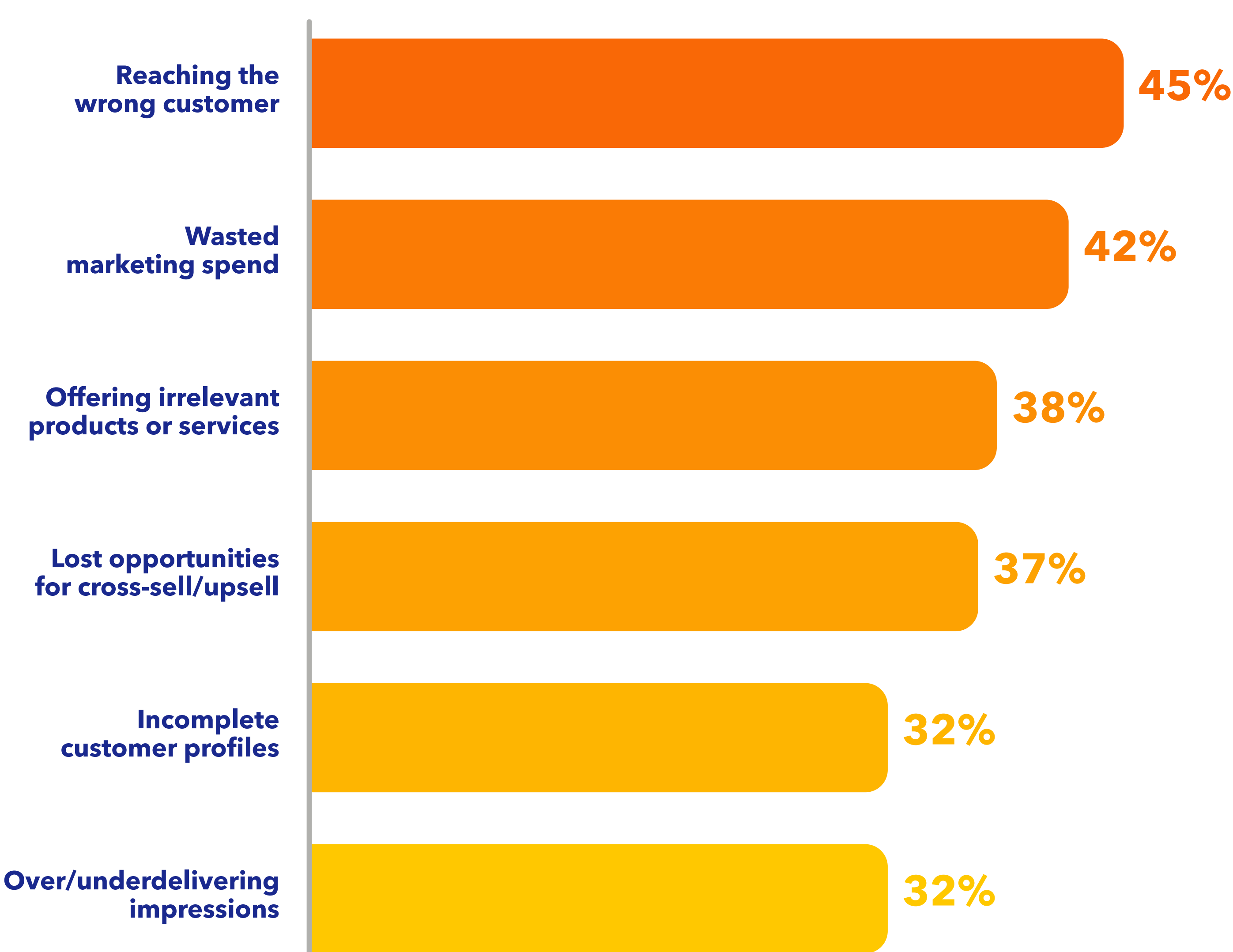


Put it all together and you get shaky customer identities.



Having an unsound structure and a lack of foundational knowledge results in a shaky understanding of who your customers are. It leaves you with wasted marketing spend and lost opportunities to expand customer relationships.

"Which of the following problems have you experienced or believe you would experience with poor identity resolution?"



Base: 205 US director level and up decision-makers who influence marketing and/or customer data technology decisions

When you build a stronger foundation for your marketing, you avoid a collapse in performance.

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Feel like the cards are stacked against you? Get the blueprint to building a steady, focused identity resolution program.

Read the Forrester study: [Is Your Identity Program Built on a House of Cards?](#)

