

# THE FUTURE OF FIRST-PARTY, COOKIELESS IDENTITY RESOLUTION

FOR A COHESIVE OMNI-CHANNEL  
CUSTOMER EXPERIENCE

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## Today's presenters



**Amy Nelson**

VP, CRM and Loyalty

Big Lots



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4Cite Marketing, A Merkle Company



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Sr. Director, Tech Strategy

Merkle

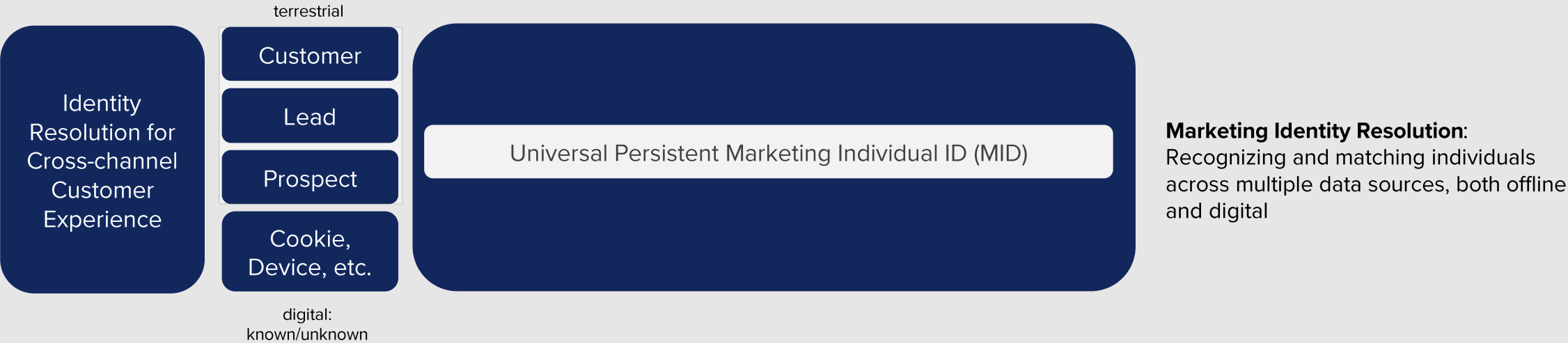
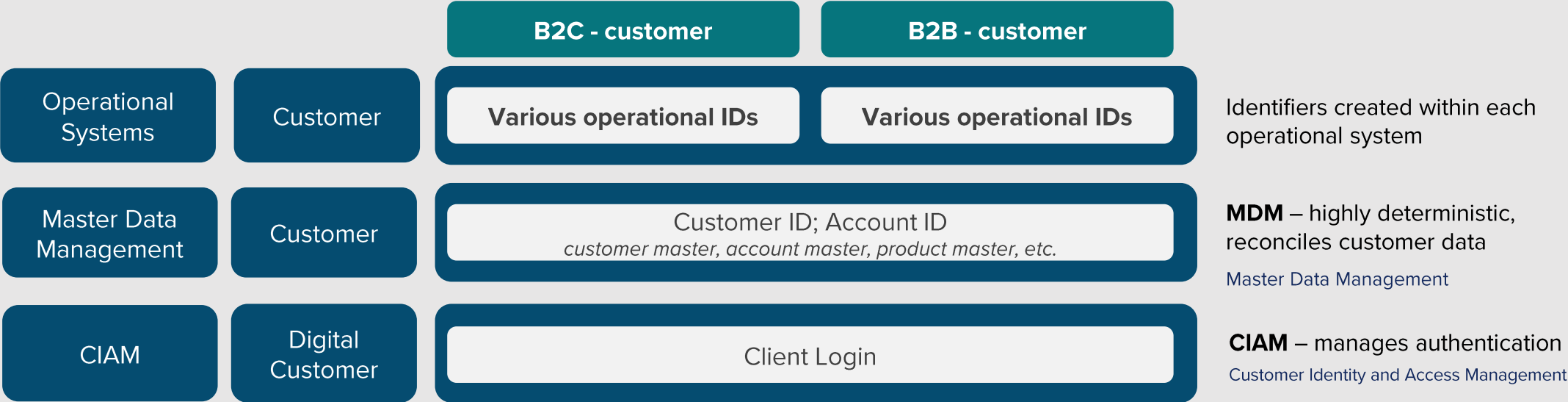
# AGENDA

- Intro to Merkury
- Merkury Demo
- Merkury for Retail

# An Intro to Merkury



# What is Marketing Identity Resolution?



# TCR: Resolving Disparate Identities

**MERKURY**

THE FUTURE OF IDENTITY.  
POWERED BY MERKLE.

	Source	Name	Terrestrial Address	E-mail
First-Party	Source1	Kate Doe	6 Lilac Ct – East Brunswick, NJ	Kate.Smith@Yahoo.com
	Source2	Katie Doe	12 Folsom Street – Boulder, CO	Kdoe@Colorado.edu
	Source3	Katelyn Smith	22 Hamilton Street – Denver, CO	Kate.Smith@Gmail.com
Third-Party	Source4	Kate Smith	6 Lilac Ct – East Brunswick, NJ	Kate.Doe@Gmail.com
	Source5	Katie Smith	22 Hamilton Street – Denver, CO	Kate.Smith@Gmail.com



**MID: 03152018**

Katelyn Smith

22 Hamilton St – Denver, CO

Kate.Smith@Gmail.com

# DCR: Stitching Together Digital and Terrestrial IDs



# 5 Components of Merkury to Power the Total Customer Experience

## DIGITAL BEHAVIOR

- Site Visits
- Site Logins
- App Use
- Emails Sent
- Media Reach

Merkury Tag

## MERKURY DCR

Digital Consumer Recognition

2

## CUSTOMER DATA

- CRM Records
- Sales
- Loyalty IDs
- Emails
- Partner ID's

1

## MERKURY TCR

Terrestrial Consumer Recognition

3

## MERKURY DATA

Merkle's DataSource™



CLIENT'S DATA MANAGEMENT ENVIRONMENT

4

## MERKURY CONNECTIONS



Privacy-safe person-based analytics

5

## MERKURY CLEAN ROOM

Valuable experiences drive Private ID Graph growth



# Extensive Data and History Drives Highest Quality of Our Person ID



<b>+95%</b>	<b>20</b>	<b>780MM</b>	<b>14B</b>
Coverage of US Adults	Years of History	Unique E-mail Records	Consumer Transactions

## Knowledge Base



# Merkury Demo



# Triggered Email - Case Studies



**Challenge:** In order to deliver more personalized customer experiences, Orvis needed to identify more site visitors

**Results:**

- 44% lift in abandoned cart emails
- 20% lift in abandoned product emails
- Over \$1MM in additional annual revenue



**Challenge:** To increase email match in order to increase trigger email volume

**Results:**

- Increased abandon cart email sends by 300%
- Weekly best-seller email, beating open rates by 25% and CVR by 65%
- 4-5% order rate and opt-back in rate from lightboxes
- 70% increase in email revenue



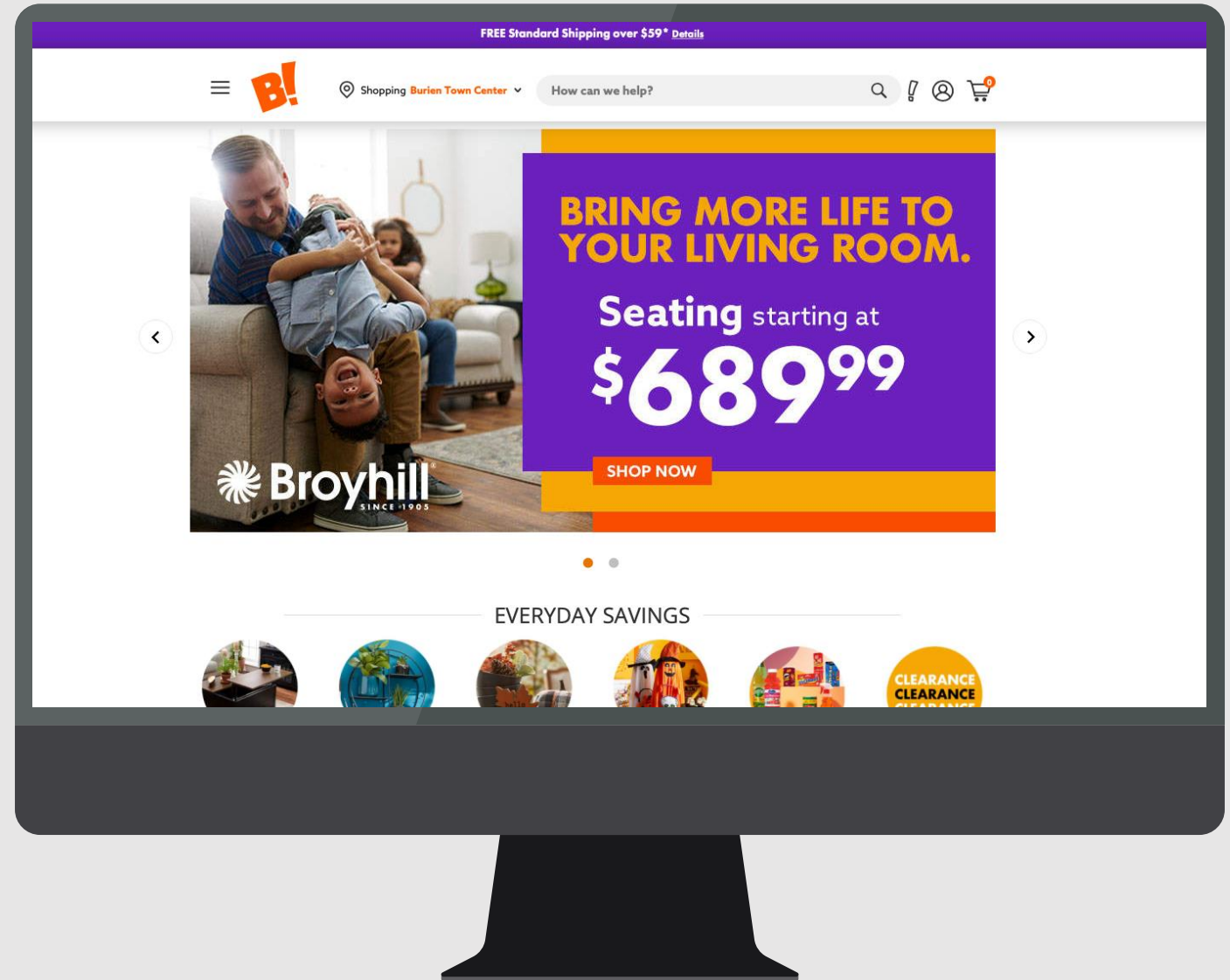
**Challenge:** Increase unknown customer identification

**Results:**

- Increased trigger email sends each month (+788%)
- Better CTR (+108%)
- Better CVR (+138%)
- Better ROI
- Incremental revenue of \$3.2M

# Merkury for Retail

- Merkury Value Proposition for Retail
- Some statistics
- What else can retailers do



## Unidentified Website Traffic Represents Missed Opportunity

# 94%

of web traffic  
does not self-  
identify by  
logging in, email  
sign-up, or  
placing an order.

# First-Party, Cookieless Identity Resolution for a Cohesive Omni-channel Customer Experience

Merkury enables the growth of first-party identity and data, and thus, the delivery and measurement of addressable experiences across marketing, CRM, media, and service



Lost opportunities to deliver and measure revenue-increasing experiences

Use first-party identity and data to resolve offline and online identity to a single person-based master ID

Leverage identity to detect buying signals and retarget these individuals while delivering an exceptional customer experience

# Merkury Value Prop: Target both customers and prospects who visit your website



## IDENTIFY CUSTOMER IN THE MOMENT

Ability to identify a **customer** in the moment and present a personalized and differentiated experience



Site  
Personalization



Increase  
remarketing  
opportunities in  
email and media



## ACQUIRE NEW CUSTOMERS

Leverage identification of **prospects** on site to drive conversation



Increase customer acquisition opportunities  
(target non-customers hitting your site in  
media or other channels)

# Merkury Value Prop: Better match rates & third-party cookie deprecation

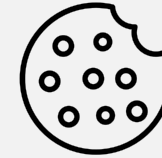


## IMPROVE CUSTOMER MATCH RATES

Better match, de-duplication, and consolidation of customer records. Most solutions use email only.



PII based match improves the quality and confidence of customer identification



## COOKIE DEPRECATION

Future proof against a cookieless world for activation, measurement, and 3<sup>rd</sup> party data enrichment



PII based identity can activate audiences without cookies. Third party data assets can be matched against known individuals.



# Why does this matter to Retail: Triggered follow up with relevant messaging outperforms bulk messaging



## Website Triggers

1. Welcome
2. Abandoned Cart
3. Abandoned Checkout
4. Abandoned Product
5. Abandoned Category
6. Abandoned Search
7. Post Purchase



## Product Triggers

1. Now On Sale
2. Back In Stock
3. Inventory Low
4. New Arrivals

↑ **15 - 75%**

**Increase in Email Match Rates**

↑ **68%**

**Higher Email  
Open Rates**

↑ **241%**

**Higher  
Click Rates**

**When Compared To Bulk Messages**

# Why Does this Matter to Big Lots?



**75%** Merkury tag identified sessions



**58%** customer / **17%** prospect



**Multi-million potential annual incremental** email remarketing revenue for abandoned cart

## ADDITIONAL COMMENTS

- 100% lift in abandon cart identification
- 80% lift in abandon product browse identification
- Quality, confidence, and transparency in the match rate is important
- Merkle believes in match rate quality (true person level) over quantity to improve customer experiences and optimize investments

# Identity Beyond Marketing – What else can retailers do



# What to Look for in an Identity Solution



## Insights & Measurement

- Attribution & Measurement
- Data Provisioning
- Other Analytic Use Cases



## Identity & Onboarding

- People-Based Targeting & Retargeting
- Real-Time Identity
- Ad Sales
- Clean Room



## Activation

- Audience Operations
- Site Personalization & Decision Engines



## Data

- Zero-Party Data Collection
- Third-Party Data Enrichment

# Merkury Delivers

## Better Identity



Merkury promotes the growth of first-party online and offline identity. Terrestrial identity is critical to form the basis of person-based identity. Identity informs CDPs and other platforms to connect and orchestrate person-based experiences.

## Better Intelligence



Enhance customer data to advance modeling, analytics, and segmentation to personalize experiences. Develop look-alike audiences to grow customer base. Big Lots' data is very high quality and provides wide range of potential.

## Better Experiences



Apply identity and intelligence to create and deliver person-based digital media audiences without the use of 3rd party cookies. Identity and intelligence driven audience creation delivers better and more efficient experiences.

# QUESTIONS?

# THANK YOU

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