

Ascena IdB Wellness Workshop

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Ascena Overview

- Identity Resolution Overview
- Current Rule Set
- Open Discussion
- Additional Information

Identity Resolution Overview

What is Identity Resolution?

The effort to **recognize** and **understand** individual audience members (including customers, prospects and other visitors) across channels and devices such that brands can interact with those individuals in ways that are relevant, meaningful and supportive of overarching business objectives

(Winterberry Group, Know Your Audience Whitepaper, 2018)

Identity Graph Components



Identity Services

- Management of 1st, 2nd and 3rd Party data assets to fuel the graph
- Integration and Data Management services connecting the graph to other solutions
- Strategic Services

Data Quality & Enhancement

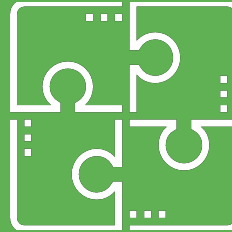
- Data Parsing & Formatting
- Updates & Correction
- Append additional contact touchpoints (email, phones, address, gender, etc.)

Identity Resolution

- Integrating known AbiliTec links
- Integrating anonymous IdentityLink
- Leverages 1st & 3rd Party Known and Anonymous links*

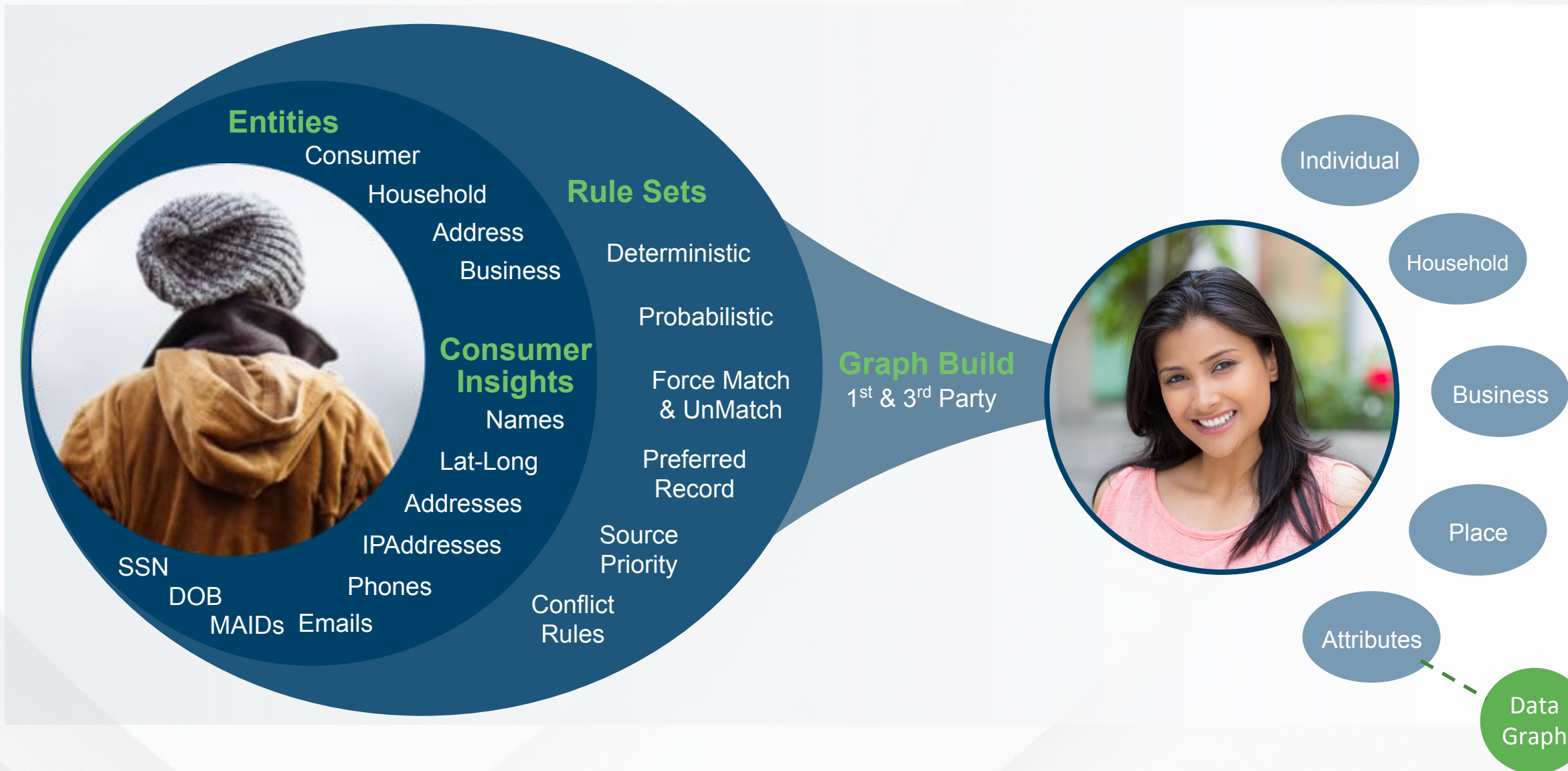
Identity “Graph” Builder

- Core Batch: Match, Upsert, Delete, Add
- Real-Time: Search, Match, Upserts, Add, Delete
- FastBatch: APIs orchestrated within product
- Custom Individual, Household, etc. links based on Client approved business rules

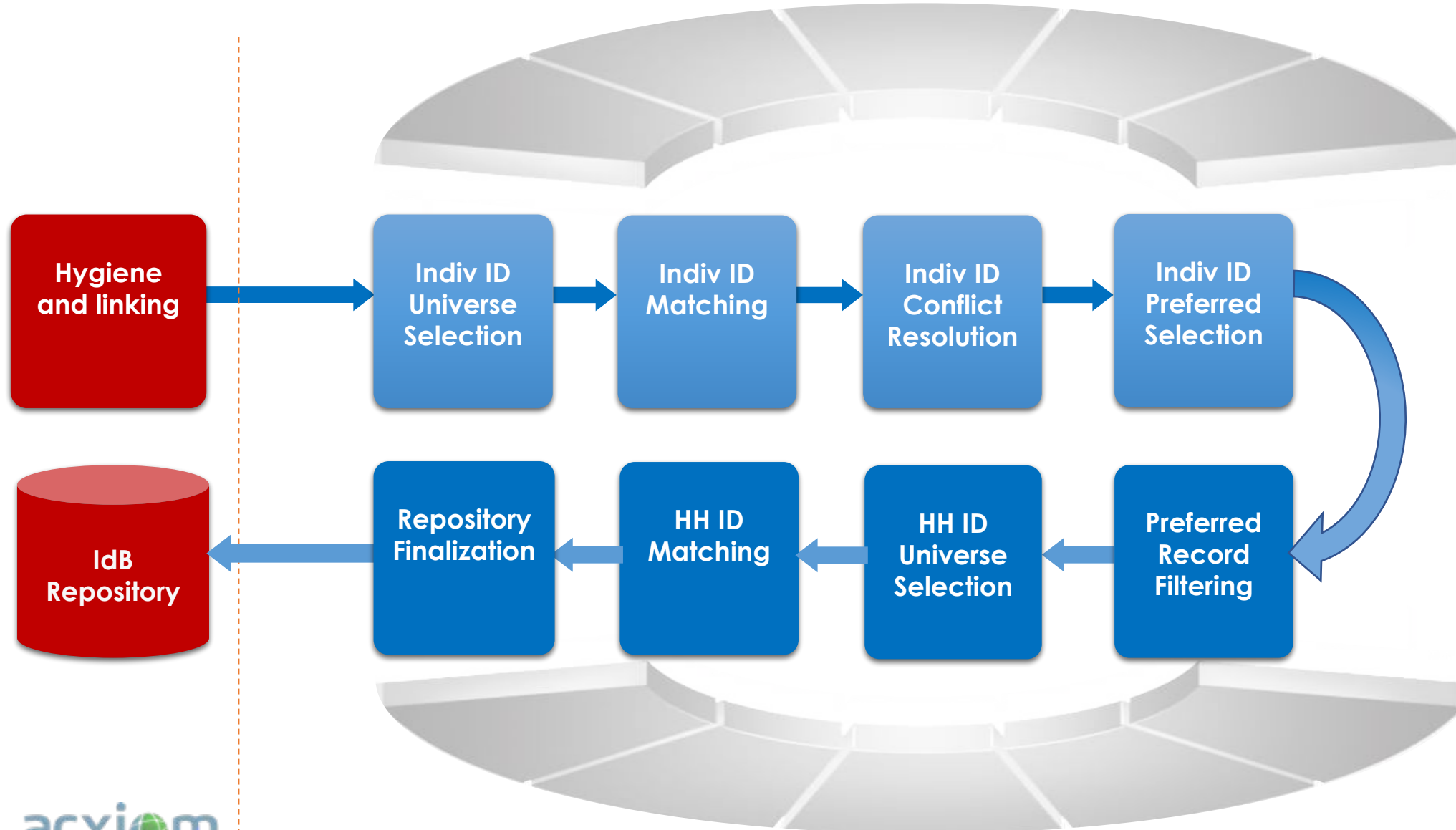


*ICA Restrictions may apply

Identity Resolution – IdB Overview



Identity Resolution – IdB Overview



Current Rule Set

Current Solution – IdB Indiv preferred Logic

Priority	Field	Logic
1	<ul style="list-style-type: none"> Change of Address 	<ul style="list-style-type: none"> NCOA or ChangePlus Move within 90 days then move effective date Otherwise "000000"
2	<ul style="list-style-type: none"> Address change footnotes 	<ul style="list-style-type: none"> If the primary address number was modified then "2" Otherwise "1"
3	<ul style="list-style-type: none"> Deliverability Indicator 	<ul style="list-style-type: none"> If deliverability indicator is 1 then set value to 9 If deliverability indicator is 2 then set value to 8 Etc...
4	<ul style="list-style-type: none"> Address Type 	<ul style="list-style-type: none"> If the address is a street address then "3" If the address is a PO Box then "2" Otherwise "1"
5	<ul style="list-style-type: none"> Consumer Link 	<ul style="list-style-type: none"> If the consumer link is maintained then "2" Otherwise "1"
6	<ul style="list-style-type: none"> Date modified 	<ul style="list-style-type: none"> If modified date populated then modified date Otherwise "00000000"
7	<ul style="list-style-type: none"> Namecheck code 	<ul style="list-style-type: none"> If "NON" then "9" If "INF" then "8" If "REV" then "8" If "UNU" then "8" If "OFF" then "6" If "SUS" then "6" If "BLB" then "6" Otherwise "7"

Current Solution – IdB Indiv Universe Selection

Prospect Key	Prospect Key Value	Prospect Key Logic
Consumer Link	<ul style="list-style-type: none"> Consumer Link 	<ul style="list-style-type: none"> Consumer Link populated First name or last name populated
Address Link	<ul style="list-style-type: none"> Address Link First 2 of last name 	<ul style="list-style-type: none"> Some populated address information Address link populated Last name populated
	<ul style="list-style-type: none"> Address Link First 2 of last name 	<ul style="list-style-type: none"> Derived address link Blank zip 4 Populated last name
Zip	<ul style="list-style-type: none"> Zip Zip4 First 2 of last name 	<ul style="list-style-type: none"> Zip code populated Zip code not “00000” Zip4 populated
Phone	<ul style="list-style-type: none"> Phone 	<ul style="list-style-type: none"> Phone does not have “111”, “222”, “333”, etc for the first 3 numbers Phone is populated
Email	<ul style="list-style-type: none"> Email First 3 of last name First 2 of first name 	<ul style="list-style-type: none"> Email populated and greater than 8 characters Email doesn’t begin with certain key words such as: <ul style="list-style-type: none"> “dnh@” “none@” “na@” “noemail@” “optout” “sales@” “decline”

Current Solution – IdB Indiv Rules Overview

Rules	Rule Logic
Disqualifier	<ul style="list-style-type: none">• M/F Gender conflict• Last name suffix conflict
I1	<ul style="list-style-type: none">• Maintained consumer link match
I2	<ul style="list-style-type: none">• Good full name• Maintained address link• Exact secondary number match
I3	<ul style="list-style-type: none">• Good full name• Derived address link• Good address match• Exact secondary number match

Rules	Rule Logic
I4	<ul style="list-style-type: none">• Good full name match• Email match
I5	<ul style="list-style-type: none">• Good full name match• Phone match
I6	<ul style="list-style-type: none">• Exact match

Current Solution – IdB HH Universe Selection

Prospect Key	Prospect Key Value	Prospect Key Logic
Address Link	<ul style="list-style-type: none">• Address Link• First 2 of last name	<ul style="list-style-type: none">• Populated address link• Address populated• Last name populatd
Zip Code	<ul style="list-style-type: none">• Zip• Zip4	<ul style="list-style-type: none">• Zip populated• Zip not “00000”• Zip 4 populated
Phone	<ul style="list-style-type: none">• Phone	<ul style="list-style-type: none">• Phone does not have “111”, “222”, “333”, etc for the first 3 numbers• Phone is populated
Email	<ul style="list-style-type: none">• Email• First 3 of last name• First 2 of first name	<ul style="list-style-type: none">• Email populated and greater than 8 characters• Email doesn’t begin with certain key words such as:<ul style="list-style-type: none">• “dnh@”• “none@”• “na@”• “noemail@”• “optout”• “sales@”• “decline”

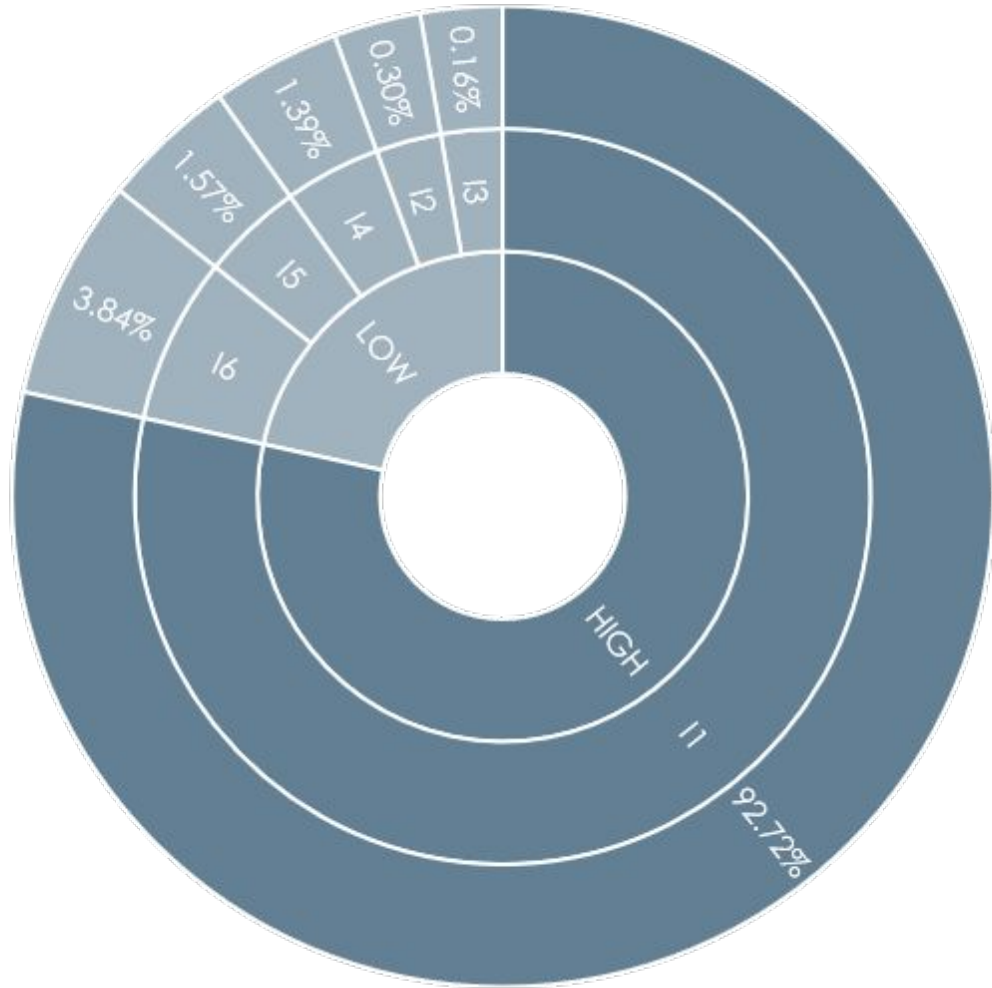
Current Solution – IdB HH Rules Overview

Rules	Rule Logic
H1	<ul style="list-style-type: none">• Good Last Name• Maintained Address Link• Exact Secondary number match
H2	<ul style="list-style-type: none">• Good Last Name• Derived Address link• Good address match• Exact secondary number match
H3	<ul style="list-style-type: none">• Good last name match• Phone match• Exact secondary number match
H4	<ul style="list-style-type: none">• Exact match

DATA INSIGHTS

Data Insights – Individ_id Statistics

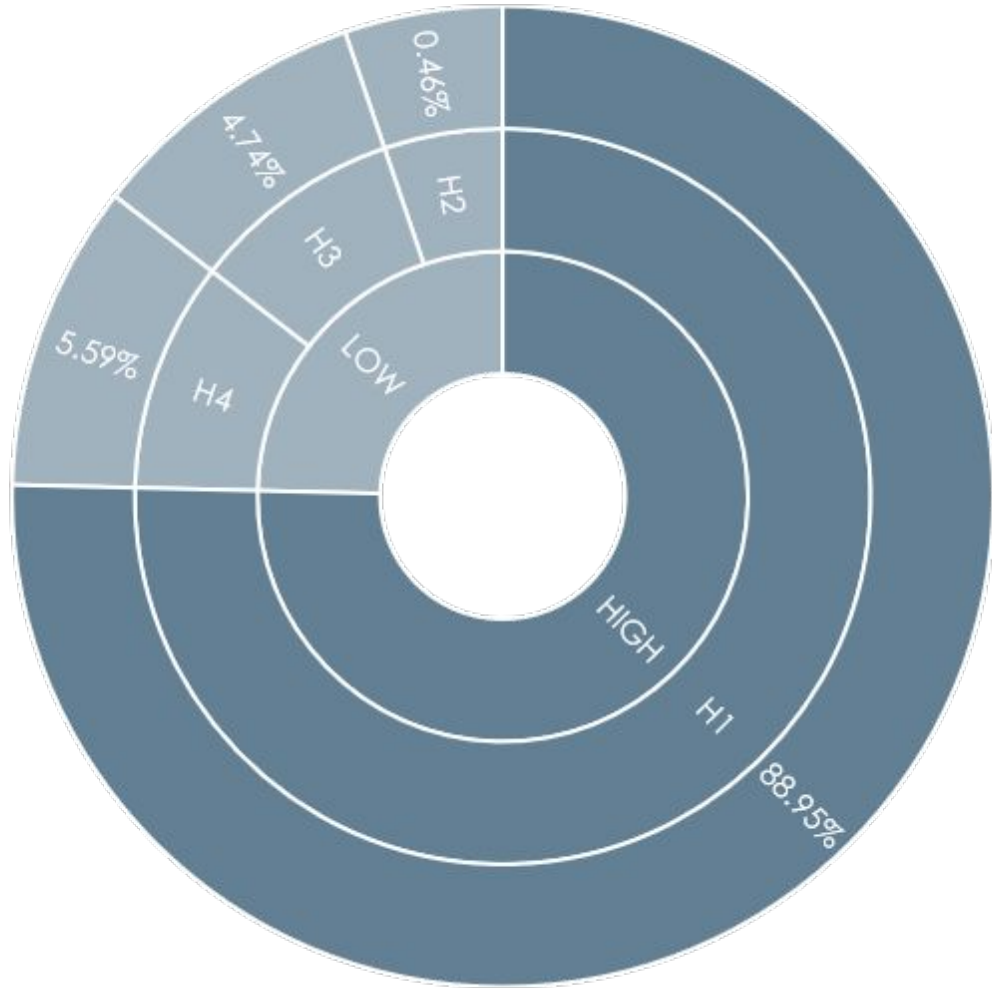
Individual Rules Utilization



- Individ 1 Rules:
 - Abilitec C-Links
- Individ 2,3,4,5,6 Rules:
 - Name, Abilitec A-Link, 2nd Num
 - Name, Abilitec A-Link, Address, 2nd Num
 - Name and Email
 - Name and Phone
 - Exact Match

Data Insights – HH_id Statistics

Household Rules Utilization



- HH 1 Rules:
 - LName, Abilitec A-Link, 2nd Num
- HH 2,3,4 Rules:
 - LName, Abilitec A-Link, Address, 2nd Num
 - LName, Phone, 2nd Num
 - Exact Match

OPEN DISCUSSION

Additional Information

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