Documentation

Anonymous to known identification

Identity Resolution can connect a user's anonymous behaviors to a user's post-account registration activity.

Take this example using the eCommerce app, SegKicks:

1. Jane Doe downloads the app on her iPhone but doesn't yet register for an account.

```json
{
  "anonymousId": "anon_123",
  "context": {
  "app": "SegKicks",
  "device": {
    "id": "ios_abc123",
    "type": "ios"
  },
  },
  "event": "App Opened",
  "type": "track"
}
```

2. She then clicks on a few different types of shoes, ShoeA, ShoeB, and ShoeC but doesn't add them to a cart. Because she hasn't yet registered for an account, all of these events will be sent through with an

anonymousID and an ios deviceID.

```json
{
  "anonymousId": "anon_123",
  "context": {
  "app": "SegKicks",
  "device": {
    "id": "ios_abc123",
    "type": "ios"
  },
  },
  "event": "ShoeA Clicked",
  "type": "track"
}
```

3he then decides to add ShoeD to her cart. Upon checkout, she creates a new user profile with her email and purchases the shoe. At the point of account creation she is assigned a userID and the events of her purchase are sent through with an email.

```json
{
  "anonymousId": "anon_123",
  "context": {
    "app": "SegKicks",
    "device": {
      "id": "ios_abc123",
      "type": "ios"
    },
  },
  "userId": "abc123def",
  "type": "identify"
}
```

By linking the original anonymous events to Jane's logged-in activity, the app's marketing team can now begin to map out her customer journey on a single app, understand her preferences, and re-target her with highly personalized emails about the shoes she didn't complete purchasing.

Her identifiers will now contain the original anonymous_id, her email, and her user_id:

JD	**Jane Doe**		jane.doe@gmail.com

Traits   Audiences   Events   **Identities**   Associated Accounts

	email From **Mobile (segkicks)** at Nov 15, 2019	jane.doe@gmail.com
	user_id From **Mobile (segkicks)** at Nov 15, 2019	abc123def456
	ios.id From **Mobile (segkicks)** at Nov 15, 2019	ios_abc123
	anonymous_id From **Mobile (segkicks)** at Nov 15, 2019	anon_123

Cross-device identification

Users can have multiple touch points with an app ecosystem through more than one device. For example, users might interact with an eCommerce app through both a native app, a mobile browser, and a web browser.

Continuing with the example of Jane Doe, she now views the same mobile app SegKicks on her Android phone.

Jane logs into the Android phone with the same email `janedoe@example.com`.

```
{
  "anonymousId": "anon_456",
  "context": {
    "app": "SegKicks",
    "device": {
      "id": "and_1a2b3c4d",
      "type": "android"
    },
  },
  "type": "identify",
  "userId": "abc123def"
}
```

Her new User Profile identities will now contains an `android.id`:

JD	Jane Doe		jane.doe@gmail.com

Traits   **Audiences**   **Events**   **Identities**   **Associated Accounts**

	email From **Mobile (segkicks)** at Nov 15, 2019	jane.doe@gmail.com
	user_id From **Mobile (segkicks)** at Nov 15, 2019	abc123def456
	android.id From **Mobile (segkicks)** Nov 16, 2019	and_1a2b3c4d
	ios.id From **Mobile (segkicks)** at Nov 15, 2019	ios_abc123
	anonymous_id From **Mobile (segkicks)** at Nov 15, 2019	anon_123

Cross-app identification

A company's product ecosystem may also spread out across multiple apps. For example, SegmentKicks also has a running app SegRuns.

When Jane downloads the Android app SegRuns and views a workout:

```
{
  "anonymousId": "anon_789",
  "context": {
    "app": "SegRuns",
    "device": {
      "id": "and_1a2b3c4d",
      "type": "android"
    },
  },
  "type": "identify",
  "userId": "abc123def"
}
```

Her final identifiers now have a new `anonymous_id` from the SegRuns app:

JD **Jane Doe**   jane.doe@gmail.com

Traits   Audiences   Events   **Identities**   Associated Accounts

---

email   jane.doe@gmail.com
From **Mobile (segkicks)** at Nov 15, 2019

---

anonymous_id   anon_789
From **Mobile (segruns)** Nov 16, 2019

---

user_id   abc123def456
From **Mobile (segkicks)** at Nov 15, 2019

---

android.id   and_1a2b3c4d
From **Mobile (segkicks)** Nov 16, 2019

---

ios.id   ios_abc123
From **Mobile (segkicks)** at Nov 15, 2019

---

anonymous_id   anon_123
From **Mobile (segkicks)** at Nov 15, 2019

Conclusion

By combining the events throughout Jane's entire customer journey from anonymous to known user, cross-device, and cross-app identification, SegKicks and SegRuns can now work together to understand how to give Jane the best customer experience possible while increasing her LTV across the entire SegmentKicks ecosystem.

For example, if Jane looked at ShoeC on her iPhone and completed checkout for ShoeC on her Android, SegKicks will now know to exclude her from a cart abandonment email for ShoeC. This wouldn't be possible if SegKicks had only looked at her activity on the iPhone.

Additionally, most shoes need to be replaced every 300 to 400 miles. By understanding her activity on SegRuns, SegKicks will now be able to more effectively remind Jane to repurchase ShoeC or ShoeD once she's reached that mileage.

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