

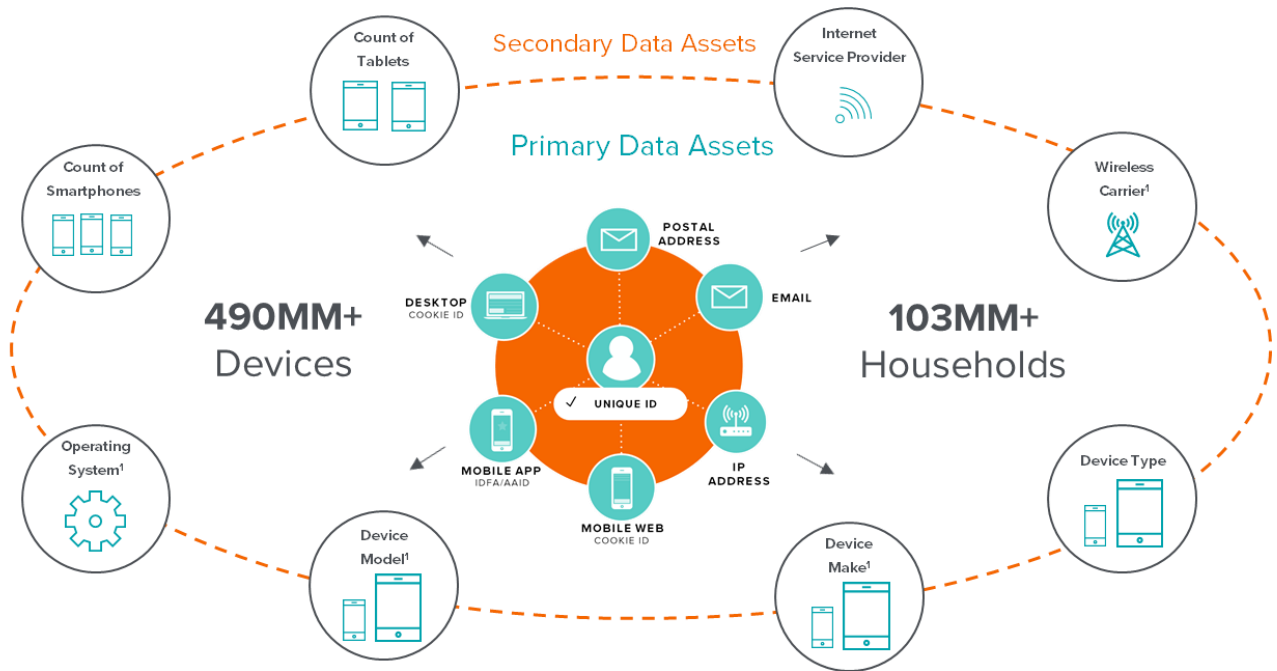
Identify, Profile and Engage Your Best Customers at Scale

With the Claritas Identity Graph



As privacy standards become more stringent, it is essential to leverage data from sources that are trusted and safe. Using the Claritas Identity Graph, you can capture both offline digital data points that cover consumers' identifiers, digital consumption, historical offline behaviors, in-market behaviors and multicultural characteristics. Capture your best consumers at scale with the Claritas Identity Graph.

Claritas Identity Graph



Other Assets in the Identity Graph

Single and Multi Behavior Data

PRIZM Premier Segmentation



Financial Behaviors



Restaurant & Retail Behaviors



Tech Behaviors



Lifestyles & Preferences



Plus More



In-Market Signals



Multi Cultural Data



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