



A WUNDERMAN COMPANY

Identifying High-Value Customers

Technology from Identity Systems is a key part of KnowledgeBase Marketing's business model

KnowledgeBase Marketing (KBM) is a marketing data product compiler providing numerous products, including the AmeriLINK® National Consumer Database, that is used to help clients quantify market potential and target prospects that are likely to become high-value customers. The AmeriLINK database contains robust demographic, lifestyle, attitudinal and hotline data, and can be used for customer profiling, targeting responsive prospects, creating predictive models, and driving customer relationship management (CRM) programs.

KBM manages a set of customer databases for collecting and then distributing demographic data. This data is sourced from data suppliers, and is ultimately combined into the information products used for campaigns and customer analytics. In order to provide high-quality products, the consumer name and address information must be consolidated into a single customer view, which is the single source of truth used in the compilation of the AmeriLINK database. KBM is strong in providing information in the senior health and insurance arenas. Because their client base targets older individuals who need to buy their own health insurance, KBM's data products, by necessity, must be of high quality where age information is relevant.

In essence, KBM must create a master identity repository that can accommodate many feeds of variant structure and quality, load data on a continuous basis, and

provide assurance to its clients that the quality of the information can meet their expectations. While the repository supports applications dependent on the consolidated data, the absence of legacy operational systems simplifies the MDM architecture and governance framework. To support the master repository, KBM has developed basic data models (depending on the business unit) for representing individual data, and external data feeds are transformed into the basic model in preparation for consolidation. The real challenge: applying sophisticated identity resolution to the multiple data sets to reduce the possibility that the same individual appears more than once within the data set.

Faster, smarter matching

Matching and linking records is a core competency for KnowledgeBase Marketing's business. The company has historically created its own matching algorithms to complement its focus on creating name and address data hygiene techniques. The goal in pursuing a commercial matching engine was to lower maintenance costs while increasing throughput on its mid-range platform. In addition, KBM desired a solution that provided an application programming interface that would enable direct embedding into the existing application infrastructure.

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Brian Camp,
Senior Vice President,
KnowledgeBase
Marketing



After evaluating a number of products, it became clear that the SSA-Name3 product from Identity Systems not only satisfied the requirements as a best-of-breed matching engine, its API also enabled KBM to embed the search and match capability directly into their applications instead of using it as a standalone product. "When compared against the alternatives, SSA-Name3 clearly came out on top," according to Brian Camp, Senior Vice President of KBM.

A critical component

KBM is evolving their applications towards a service-oriented architecture and an enterprise service bus so that all application components can be accessed as service points.

"Because matching and identification are critical to the customer data integration process, KBM is seeking to establish SSA-Name3 as the core identity resolution service," explains Camp. "As part of a scalable, high-performance system to support a very large number of records, this matching service point will learn, based on the streams of processed records, how to better match customer identities more quickly, link them to master registry identifiers, and connect the data across multiple data sets simultaneously.

"The SSA-Name3 matching engine from Identity Systems is the key component for migrating towards this master data management paradigm," says Camp. "By providing the means for generating unique identifiers while providing the high-precision matching, new records imported into the environment can be resolved against the master registry and quickly linked to all instances across the collection of supplied customer data."

About KnowledgeBase Marketing

KnowledgeBase Marketing provides information marketing and award-winning database marketing solutions that enable companies to acquire and manage profitable customer relationships across traditional and Web-based contact points. Using best-in-class tools and methodologies, KBM develops data-driven and profit-focused marketing strategies and solutions that empower their clients to make informed business decisions. For over 30 years, they have created a comprehensive world-class suite of marketing solutions that includes consumer and business data, advanced data processing, database marketing, analytics and strategic consulting. KnowledgeBase Marketing's parent company, Wunderman, is a division of Young & Rubicam Brands and a member of the WPP Group.



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◆◆◆ **About Identity Systems**

Identity Systems is the pioneer in enabling organizations to build and maintain high-quality identity data search and matching software solutions.

The company has been in this area of specialization since 1986, and has over 500 clients worldwide who rely on its robust, enterprise-wide software. For more information, please visit our Website.

