IDENTITY RESOLUTION

Connect the dots to gain a 360-degree view of your customers and prospects

Identity resolution is the connecting of different identifiers such as MAIDs, IPs, cookies & hashed emails across devices and touchpoints to enable you to build a 360-degree, omnichannel view of your customers. But an identity linkage service is only as good as the data that sits behind it - you need accurate data at scale to make those all-important connections. That's where Lighthouse List can help. With our extensive daily feeds, you can have access to fresh, accurate data with large scale to help build your identity graphs. Whether you're working with PII, a unique ID or a device ID, we can use any of these as a base for identity linkage.

CROSS-DEVICE DATA FOR YOUR IDENTITY GRAPH

We define a "person" as a unique plain text email matched to an online active HEM of that email, also matched to a verified unique name and address pair. By this methodology, our data resolves to over 60 million people and over 30 million households.

- 11B HEM-MAID links every 30 days
- 66B HEM-MAID links every 6 months
- MAID volume separated by AAID and IDFA
- 5.6B HEM-IP links every 30 days
- 26.6B HEM-IP links every 6 months

- 250MM unique HEM-MAID links every 30 days
- 1.3B unique HEM-MAID links every 6 months
- 73MM unique HEM-IP links every 30 days
- 220MM unique HEM-IP links every 6 months

Our cross-device data resolves to
61M people
33M households

READY TO GET STARTED?

Our data feeds are ideal for device matching, frequency capping, channel linkage, audience expansion, identity resolution, campaign measurement and validation. Talk to us today about your specific data needs.

For recommendations or custom queries, contact:
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