



Player Data May Be Your Most Valuable Asset



Assess the health of your player identity data

Player data is changing faster than ever. Do nothing and, on average, 60% of your CRM records will be inaccurate in only two years. When a major sporting event is around the corner, maintaining healthy CRM data is essential to your organization's ability to scale outreach, and personalize and enhance player experiences.

For effective and efficient player interactions, you need a robust and up-to-date view of your player data.

Find out how healthy your player identity data really is

TransUnion Data Health Assessment is an identity match test that provides a clear understanding of how many player records are missing, duplicates or outdated due to data decay, acquisitions, merged records and data silos. The process of bringing player data into a single view is very difficult. TransUnion fills gaps and merges duplicate records into a single, 360° view of your player to ensure effective interactions across channels. This is particularly important to those responsible for player experiences, promotions and loyalty who rely on actionable customer intelligence to ensure retention and satisfaction.

PEOPLE HAVE LIVES THAT CHANGE – SO DOES THEIR DATA



75M consumers change their phone carriers



45M consumers change their phone numbers



60M people change their addresses



2.1M people legally change their names

How it works

Provide TransUnion with a CRM sample and we interrogate it against our comprehensive identity graph, looking for matches at the individual and household levels across various fractional identifiers (name, address, phone number, email address, etc.)

We then provide a summary of the results. That's it. Once you see what we can do to improve your data, knowing how that translates into enhanced player interactions and deeper engagement across channels, we're ready to partner on the next step.

Relevant, personalized and timely player interactions

Need help? To ensure the best player experience, you need relevant and timely interactions to effectively drive player loyalty and lifetime value. TransUnion delivers enriched, up-to-date identity data across the organization, allowing for greater actionability, control and personalization when engaging with players.

Think your CRM data needs a health assessment?

Contact TransUnion today for an assessment of your data health and gain peace of mind. Whatever the state of your player data, we can help you make it better. Contact us for more information or to schedule your Data Health Assessment.

To learn more about TransUnion TruAudience identity solutions, visit

transunion.com/identity.

