



IDENTITY

Identity Resolution – A Single View of Your Players

OVERVIEW

Offering the best player experience is crucial to driving lifetime player value. This experience includes creating the most relevant and timely interactions with your players.

In a competitive market, operators who differentiate by curating the experience for each player with personalized promotions increase their chances of engagement in a crowded market.

The most successful operators need to both understand their players and respectfully collect, store and utilize their data with utmost transparency and precision. The first step in developing a trusted connection with your players is ensuring the actionability of identity data across products and CRM systems. TransUnion TruAudience™ Identity Solutions power a single lens on the player across their dynamic, omnichannel journey. We provide a robust understanding of precisely who's at the other end of each interaction, creating a friction-right, trusted player experience across all products – whether pushing applicable offers on the sportsbook app or at your casino.

With over 20 years of experience in providing responsible identity resolution services and solutions, TruAudience Identity Resolution ensures privacy and data security while enabling customers to build and access identity data assets through highly reliable and performant services.

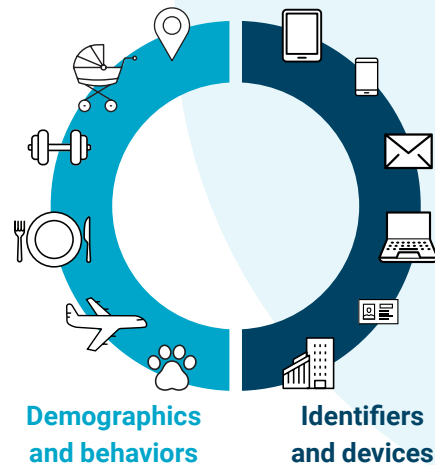
BENEFITS

- TransUnion's trusted ecosystem of identity-driven integrations across the top media buying platforms, walled gardens, and linear and addressable TV provides a seamless approach to cross-channel and cross-site marketing while mitigating data depreciation.
- TransUnion centralizes all available signals within a single ID space to consolidate and resolve all data across all your databases to a single player view. Augment identity data with gaming-specific, financial, behavioral, demographic and geographic attributes for a deeper understanding of your core players.
- Optimize the entire player experience at every touchpoint with relevant, personalized omnichannel engagements.
- Understand your VIP's across products, including the factors that drive engagement and make informed decisions to maximize lifetime player value.

Maintain a persistent privacy-conscious view

The average household has 45+ distinct identifiers. The average person has approximately 15 distinct identifiers with an average of 8 connected devices, and 80%+ of bettors use multiple sportsbooks. And that data is in constant flux with 60% of identity data changing in just two years. That's why TransUnion never stops improving our identity resolution methodology. Our breadth of identity sources, as well as continuous corroboration across those authoritative sources, provides the freshest view of identity. Our privacy by design framework ensures a holistic picture that's privacy-conscious and compliant, keeping you and your first-party player data safe and secure.

ENRICHED VIEW OF IDENTITY



Tap into a strategic corporate advantage

TruAudience Identity Resolution is designed to grow with your business — even as the ecosystem around you keeps changing, providing an always-on, real-time view of identity.

In our modern world, identity is ever-evolving, so it's essential for every function across the enterprise to keep pace, remain agile and adapt. Identity is a fundamental business need, and TransUnion delivers the highly actionable identity that helps give you a proprietary, competitive advantage. We provide operators with a sustainable, persistent and portable identity graph powering best-in-class player acquisition and retention, marketing measurement, and advanced data science insights.

Retention: Clean, repair and enrich your customer data to provide a continual and personalized connection across their customer journey.

Acquisition: Combine first, second and third-party intelligence to build and activate advanced audience profiles and look-a-like models across channels.

Measurement: A holistic and granular view of channel, audience, campaign and creative performance enabling both strategic and tactical informed decisions.

Optimization: TransUnion delivers granular, event-level identity-driven data back to your organization to promote bespoke modeling and analysis for continual optimization.

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To learn more about TransUnion TruAudience identity solutions, visit

transunion.com/identity.

