



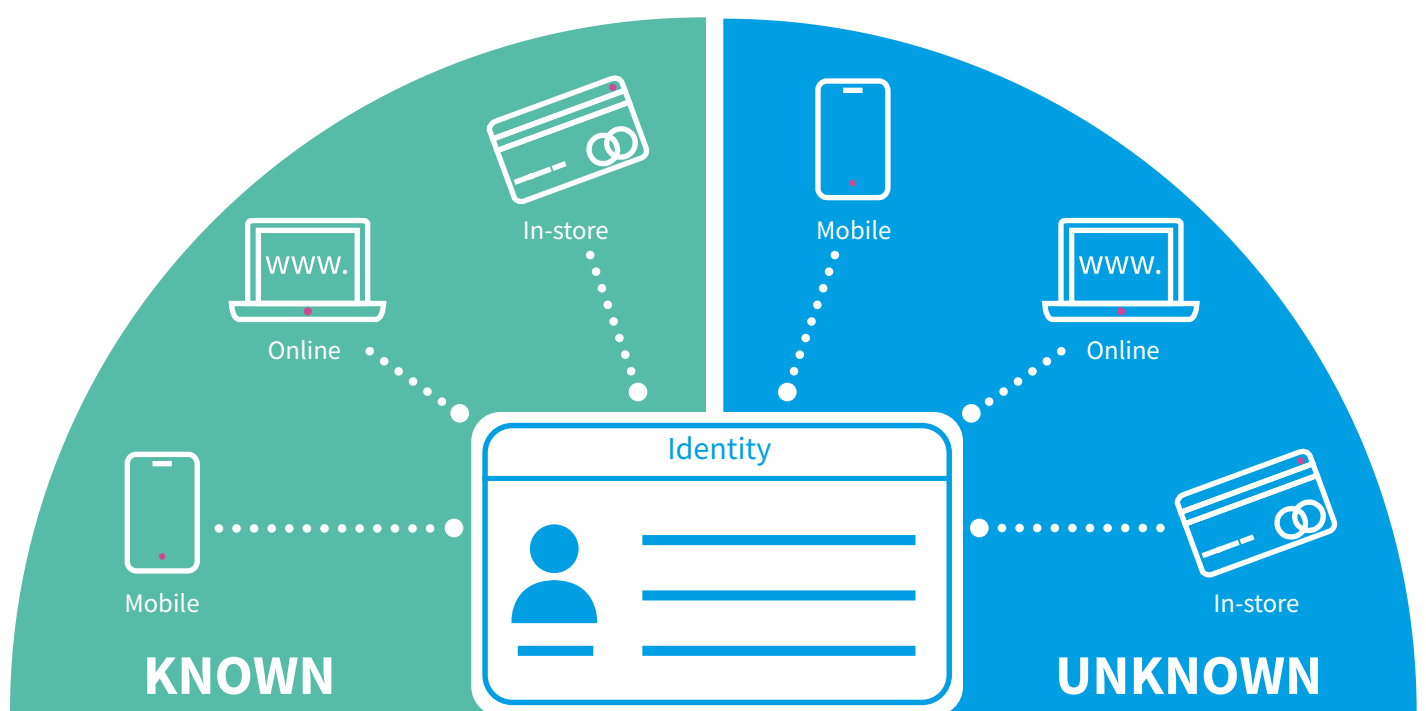
# Digital identity resolution

## Marketing's holy grail

### What is digital identity resolution?

Digital identity resolution is the mapping of customer identifiers, known and unknown, including PII, journey, and interaction data to digital and offline data sets to create a 360-degree view of the customer.

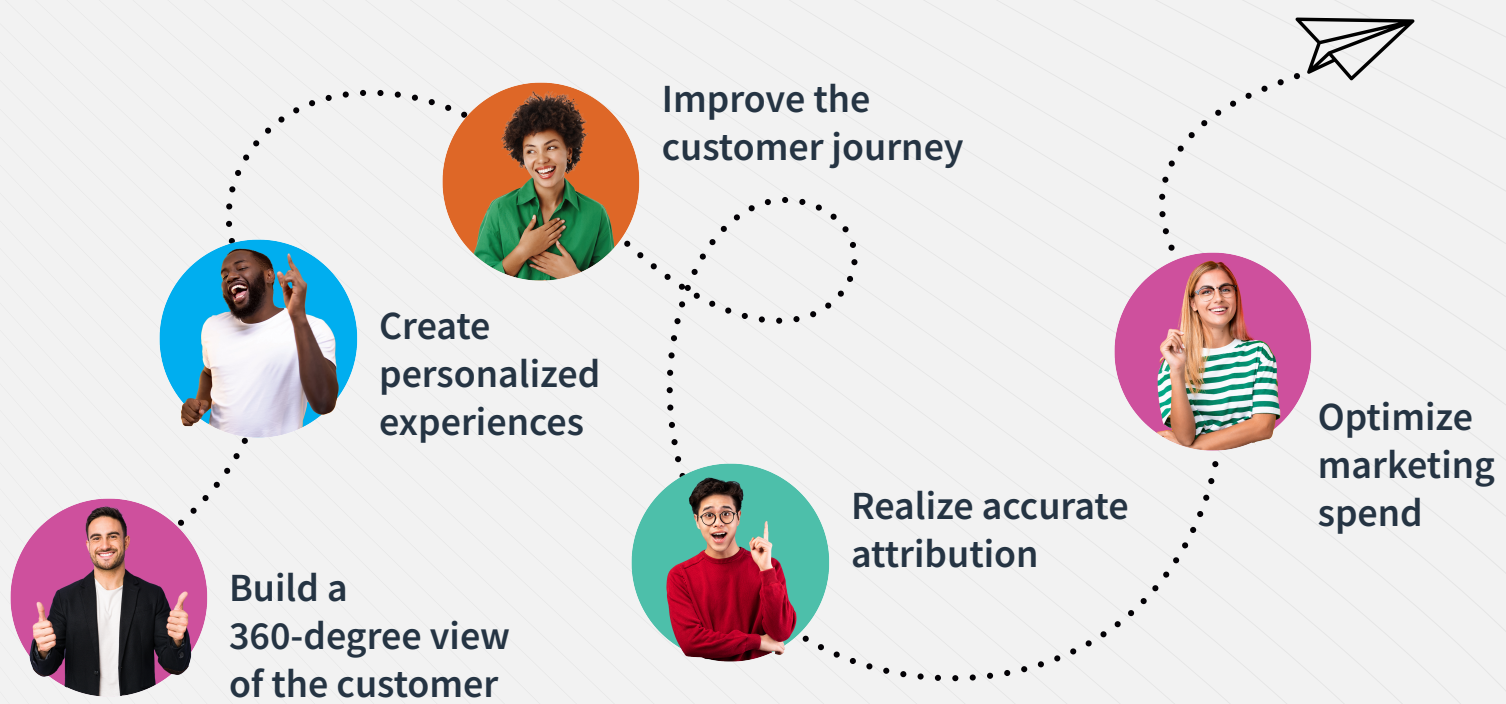
Imagine never having to guess who a visitor is (anonymous or not)...



Digital identity resolution across channel, platform, and device connects:

- PII
- Journey data
- Interactions
- Behaviors
- Preferences
- Multiple identifiers

### The benefits of digital identity resolution



### 6 steps to digital identity resolution with Celebrus

- 01. Activate Celebrus**  
Easily install on your digital channels and connect directly to your MarTech stack
- 02. Inform your system**  
Start collecting data with OOTB signals as soon as Celebrus is configured.
- 03. Sync your data in live-time**  
Celebrus data lands directly into your MarTech systems within milliseconds.
- 04. Resolve data gaps instantly**  
Celebrus captures identity and interaction data across domain, channel, and device.
- 05. Build complex identity graphs**  
Digital identity resolution links known and unknown user insights.
- 06. Activate your data**  
And imagine the possibilities.

See Celebrus identity resolution in action!

Show me now

