



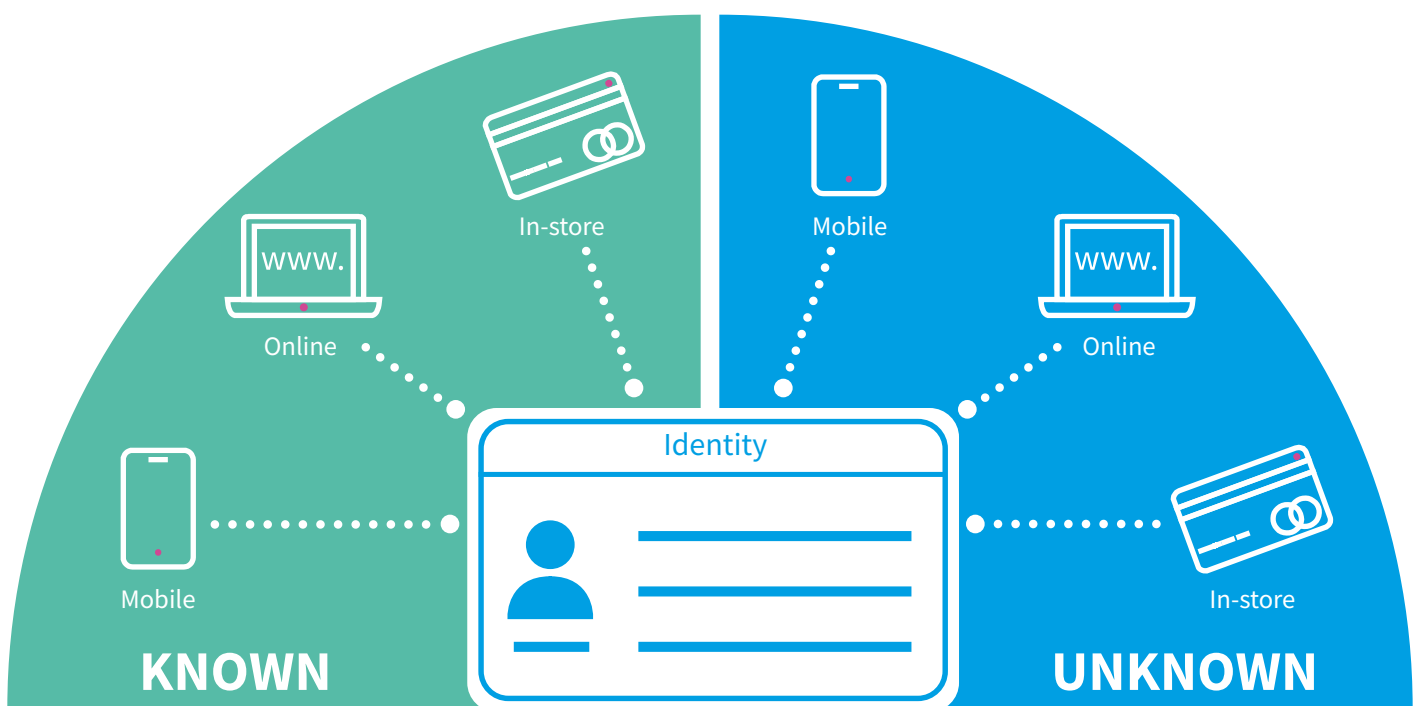
Digital identity resolution

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.

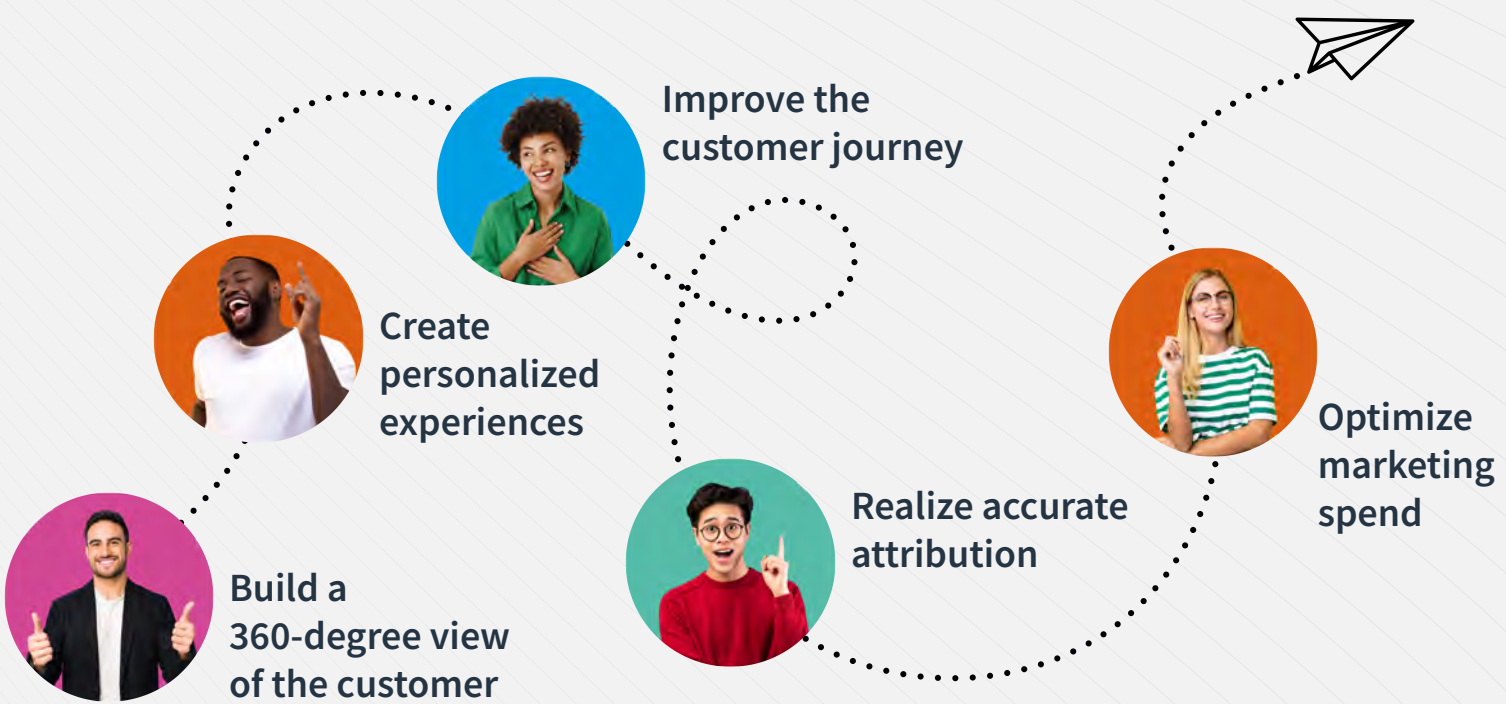
Imagine never having to guess who a visitor is (anonymous or not)...



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 in Salesforce Marketing Cloud with Celebrus CDI for Salesforce

- 01. Install Celebrus CDI for Salesforce**
Easy installation into your Marketing Cloud instance.
- 02. Inform your system**
Start collecting data as soon as you activate using Celebrus CDI's OOTB signals.
- 03. Sync your data in live-time**
Celebrus data lands directly into your Marketing Cloud instance 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.

Book a demo of Celebrus CDI for Salesforce now!

I want the demo

