

Identity Resolution

Figuring out who is visiting your website or clicking on your ads is like finally putting names to a crowd of strangers.

90% of your website visitors and Ad Clickers leave without a trace

Most businesses have no idea who is visiting — people look around and leave, still strangers. Identity Resolution matches anonymous sessions to real people: names, emails, and contact details.

- Identifies 50%+ of visitors and Ad Clickers vs. the industry average of 10-15%
- Works in every browser — including Safari and Firefox which block older tracking methods
- Every match is verified against 4.5 billion real records — not a guess or estimate

50%+

visitor & Ad Clicker ID rate

4.5B

verified records

5x

industry average

OLD APPROACH

Tracks 10-15% using cookie methods now blocked by most browsers. You end up blind to almost everyone who visits.

IDENTITY RESOLUTION

Identifies 50%+ using a first-party method every browser allows — returning real names and contact info, not session IDs.

Turn silent visitors and Ad Clickers into a live, automatic lead list

Once you know who visited — and which pages they looked at — your website becomes a lead generation engine without a single extra form.

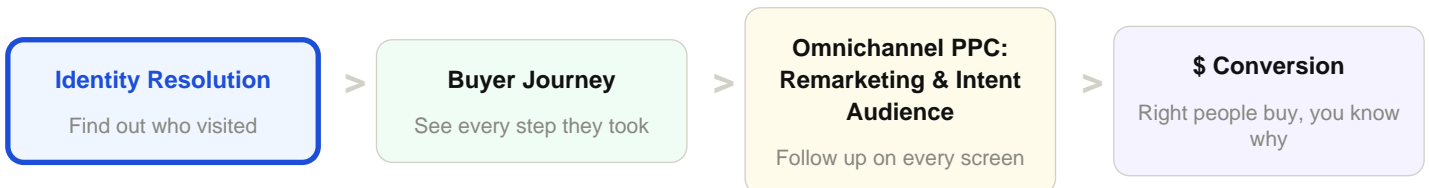
- See which real people visited your pricing or services pages — even if they never reached out
- Follow up while interest is fresh, before they visit a competitor
- Build a contactable lead list automatically from every session

Target verified individuals — not anonymous audience segments

Knowing who visited lets you show ads to the actual people, on every device they own, across every channel they use.

- Retarget specific visitors and Ad Clickers with personalised ads — not lookalike guesses
- Grow your retargetable audience from 5% to 50%+ of site traffic
- 8-10x higher click-through rates vs. generic demographic targeting

The Stepping Stone — Identity unlocks everything that follows



Ready to find out who is visiting your site?

All four services work together — or start with Identity Resolution alone.

Book a free 30-minute consultation

netresultsconsults.com