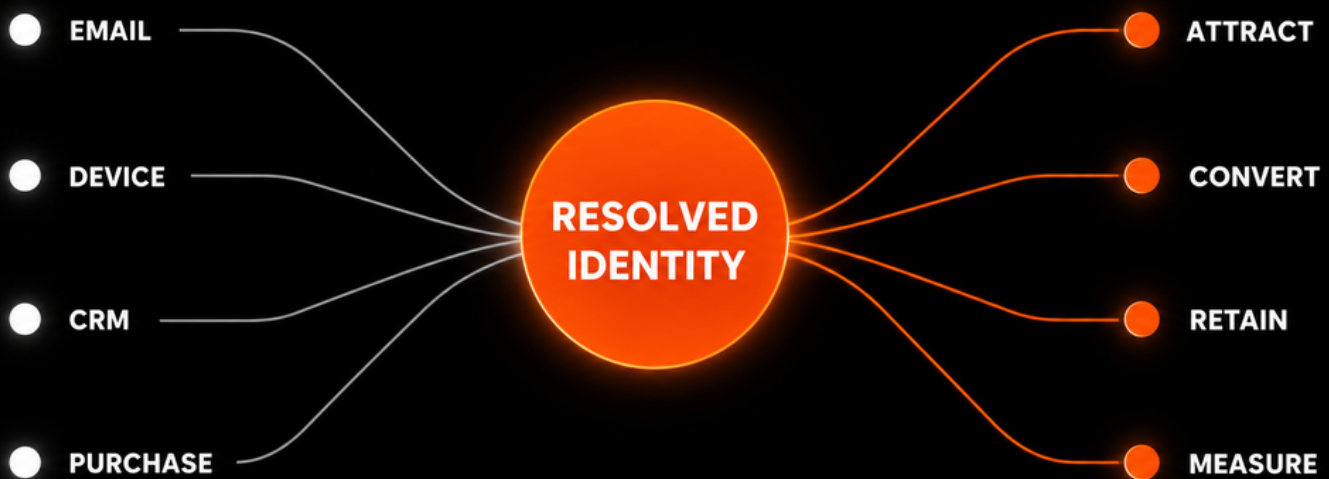


A LAYERFIVE FIELD GUIDE

Identity Resolution for Growth

A Marketer's Field Guide to Stitch, Borrow, and Enrich



A PRACTICAL MAP FROM BUSINESS NEED TO IDENTITY CAPABILITY

WHY THIS GUIDE EXISTS

The Field Lacks Clarity.

Identity resolution sits at the intersection of advertising, customer data, analytics, privacy, and marketing operations. The category is technically dense and fragmented, so the same term is routinely used for very different jobs.

01

The Need Is Clear. The Solution Is Not.

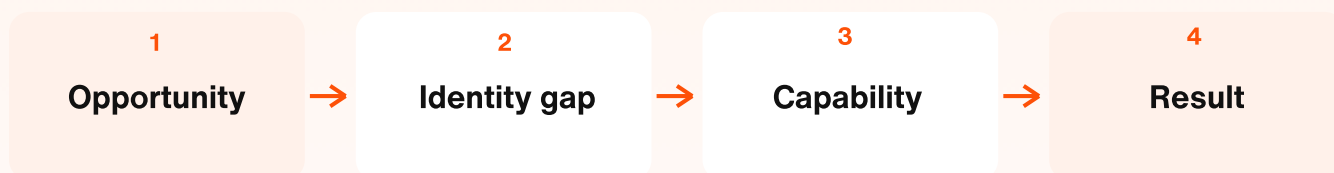
The marketer sees fragmented journeys, anonymous traffic, or incomplete records but cannot determine which capability, provider, or success measure fits.

02

The Opportunity Itself Is Hidden.

The marketer accepts weak recognition, suppression, attribution, or continuity without realizing that a stronger identity foundation could raise performance.

USE THE GUIDE TO MOVE THROUGH FOUR QUESTIONS



Where can identity create leverage? What must be recognized or connected? Which mode can close that gap? What should measurably change?

THE DEFINITION PROBLEM

One Term, Many Identity Jobs.

A request for “identity resolution” is not yet a useful brief. It may refer to any of the jobs below, each of which depends on different data, capabilities, activation paths, and success measures.

● Connect

Link an ad click to a purchase that happens days later.

● Recognize

Identify a returning visitor, household, device, or target account.

● Reconcile

Determine whether multiple records represent the same person or company.

● Complete

Add useful contact, household, demographic, or firmographic data.

● Activate

Make a known audience reachable in paid, owned, or offline channels.

● Measure

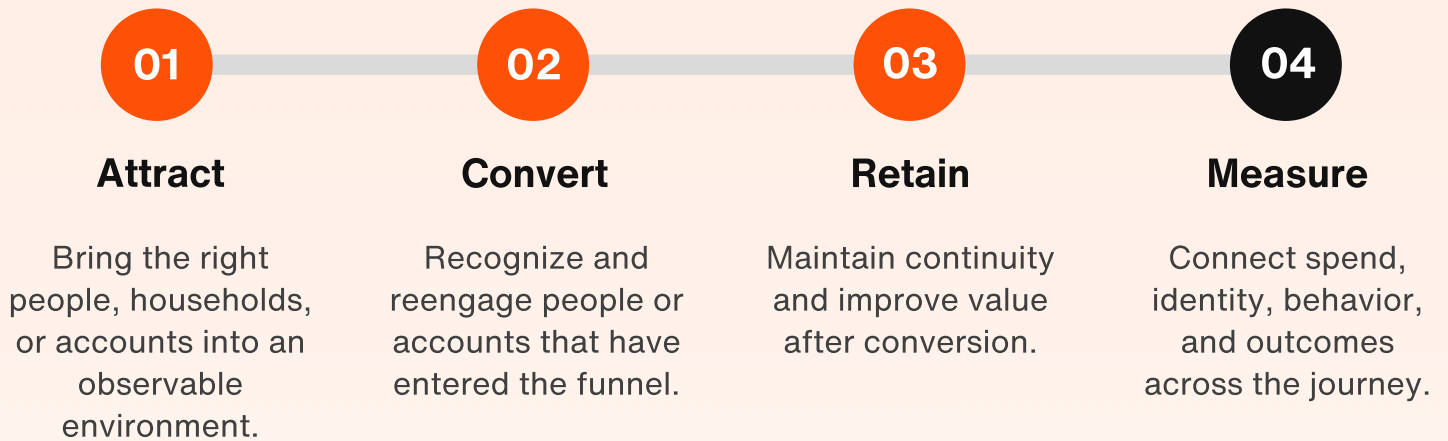
Connect spend, touchpoints, behavior, and outcomes credibly.

The first discipline is to replace the category label with a specific business question.

A BETTER STARTING POINT

Start With the Growth Motion.

The right identity capability depends on where the business needs leverage and what the marketer is trying to make possible.



Attract is pre-funnel audience creation. Convert is post-arrival recognition. Retain is post-customer intelligence. Measure is cross-funnel identity continuity.

Do not begin with “Which identity product should we buy?” Begin with: For this growth motion, what identity problem are we trying to solve?

THE DIAGNOSTIC

The Starting-Condition Test.

Three questions separate the major identity jobs. Start with what the brand knows now, not with a vendor category.

What do you know now?

Direct Signals Exist

The brand has useful first-party interactions, but sessions, devices, records, or journeys remain disconnected.

STITCH

Recognition Is Missing

The brand cannot identify the interaction using its own evidence and needs an external identity bridge.

BORROW

A Known Record Exists

The person, household, company, or customer is known, but the record is incomplete or hard to activate.

ENRICH

These modes can work together. But if the starting condition is unclear, buyers can purchase a legitimate identity product that does not address the actual constraint.

THE FRAMEWORK

Three Modes, Three Different Jobs.

The modes describe where the identity bridge comes from and what the brand is trying to make useful.

STITCH	BORROW	ENRICH
Direct signals exist	Recognition is missing	A known record exists
IDENTITY BRIDGE First-party customer and prospect interactions	IDENTITY BRIDGE External person, device, household, or account graph	IDENTITY BRIDGE Known records combined with external data
TYPICAL OUTCOME Resolved visitor, customer, lead, account, or journey	TYPICAL OUTCOME Recognition beyond the brand's own signals	TYPICAL OUTCOME Cleaner, richer, more activatable identity
CONVERT • RETAIN • MEASURE	ATTRACT • CONVERT	ATTRACT • RETAIN

A mature marketing organization may use all three, but rarely for the same reason, from the same provider, or at the same moment.

MODE 1 / STITCH

Signals Exist, But The Journey Is Fragmented.

Stitch recognizes people and reconstructs journeys using evidence created through the brand's own customer and prospect relationships.



OPERATIONAL TEST

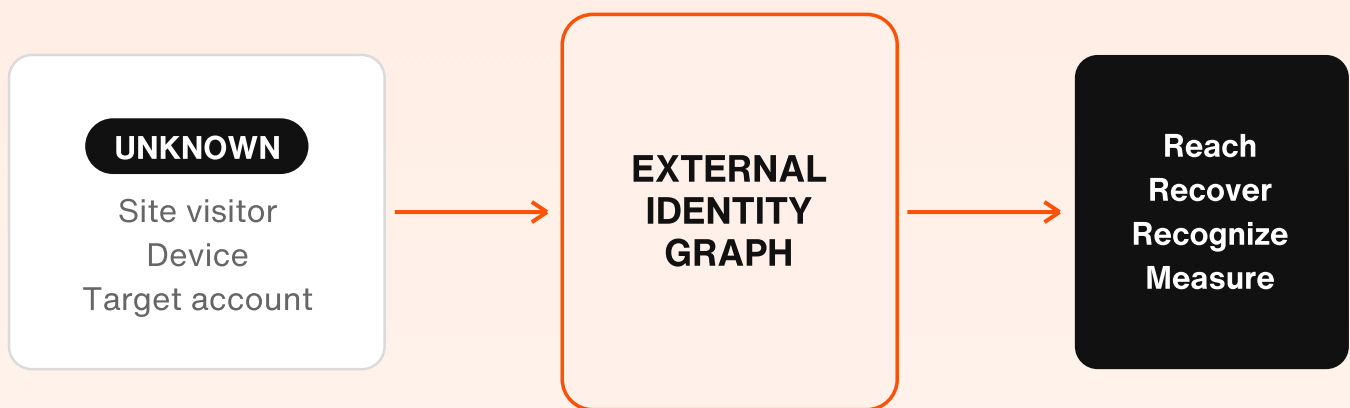
- Do identifiable email or SMS clicks resolve to the right journey?
- Does earlier anonymous behavior attach after a form fill or purchase?
- Can the business distinguish new, returning, and existing customers?
- Can it suppress recent purchasers and reconstruct cross-channel journeys?

Measure Stitch by: resolved-journey rate, continuity, suppression accuracy, new-versus-returning clarity, and downstream conversion or revenue lift.

MODE 2 / BORROW

Recognition Comes From Outside the Brand.

Borrow uses an external graph or platform to recognize a person, device, household, company, or account the brand cannot identify independently.



VALUE OF BORROW

incremental recognition × accuracy × activation ×
economics

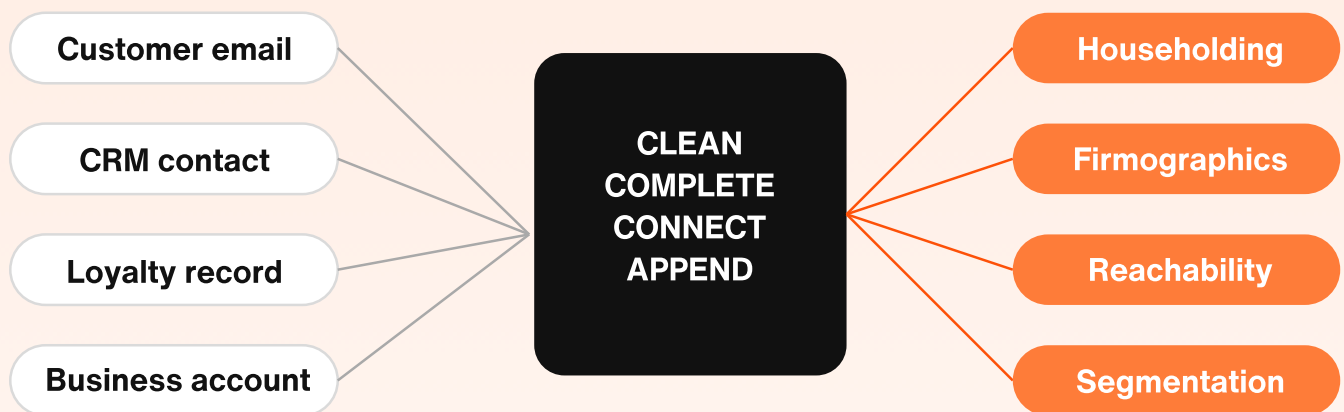
ASK BEFORE YOU BUY

- What entity is actually matched: browser, device, household, company, or person?
- How much recognition is incremental to what the brand already knows?
- How accurate, durable, permitted, and activatable is the returned identity?
- Does the incremental business value exceed the full activation cost?

MATCH RATE IS AN INPUT. IT IS NOT THE OUTCOME.

The Identity Is Known. The Record Is Incomplete.

Enrich cleans, completes, connects, and expands records for people, households, companies, accounts, or customers the brand already knows



COMMON USES

CRM hygiene, householding, contact and company mapping, retail-media matching, audience onboarding, segmentation, suppression, and lifecycle activation.

KEEP THE LINE CLEAR

Identity resolution determines whether signals represent the same entity. Lookalike modeling finds additional entities that resemble a known audience. It is downstream, not the same job.

Measure Enrich by: data quality, reachability, activation rate, segment lift, suppression accuracy, and improvement in customer or account value - not by fields appended alone.

APPLY THE FRAMEWORK

Map the Modes to the Growth Motion.

The same mode can support more than one growth motion. The practical question is what identity must make possible at that stage

ATTRACT

BORROW + ENRICH

Define, expand, and activate audiences; recognize target accounts; improve qualified reach.

CONVERT

STITCH + BORROW

Recognize returning visitors, recover abandoners, reengage leads, and improve conversion.

RETAIN

STITCH + ENRICH

Maintain customer continuity, improve segmentation, personalize lifecycle actions, and suppress accurately.

MEASURE

MOSTLY STITCH

Connect touchpoints to outcomes, deduplicate people or accounts, and improve platform and business reporting.

Primary mode is a diagnostic aid - not an architecture mandate. Use more than one mode when the business problem genuinely requires more than one identity bridge.

THE REFERENCE PAGE

Compare the Modes on the Questions That Matter.

	STITCH	BORROW	ENRICH
Starting condition	Direct signals exist but are disconnected	The interaction cannot be recognized independently	A known identity or record already exists
Identity bridge	First-party customer and prospect interactions	External person, device, household, or account graph	Known records plus external enrichment data
Typical outcome	Resolved journey or unified first-party identity	Recognition beyond the brand's own signals	Cleaner, richer, more activatable identity
Common use	Attribution, lifecycle, suppression, conversion signals	Visitor recovery, account recognition, external retargeting	CRM hygiene, householding, data append, onboarding
Watch closely	False joins, gaps, weak operational ownership	Accuracy, incrementality, durability, permissions, economics	Freshness, provenance, coverage, downstream lift

Fastest distinction: Borrow begins with an interaction you cannot recognize. Enrich begins with an identity you already have.

MEASURE WITHOUT GETTING FOOLED

The Mechanism Is Not the Outcome.

Match rate, IDs created, fields appended, and audience size are operating metrics. The scorecard must match the growth motion the identity work is intended to improve.

1

OPERATING SIGNAL

Match rate • IDs • fields

2

MARKETING EFFECT

Recognition • reach • recovery

3

BUSINESS OUTCOME

Revenue • margin • CAC • LTV

ATTRACT

Borrow + Enrich

Qualified visit rate • incremental reach • target-account engagement • downstream quality

CONVERT

Stitch + Borrow

Resolved-journey rate • recovery • re engagement lift • conversion lift • recovered revenue

RETAIN

Stitch + Enrich

Returning-customer recognition • repeat purchase • renewal • churn reduction • suppression accuracy

MEASURE

Mostly Stitch

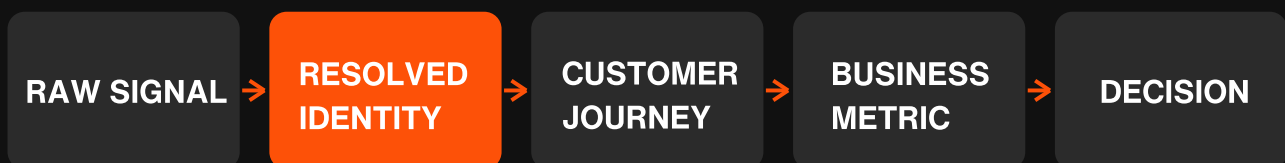
Touchpoint continuity • platform signal quality • deduplication • incrementality • CAC / ROAS / LTV

WHAT CHANGED IN THE BUSINESS BECAUSE IDENTITY WAS RESOLVED?

THE PERFORMANCE CEILING

The Hidden Identity Gap Compounds.

Marketers already receive some performance from the identity mechanisms inside major media, analytics, CRM, and lifecycle platforms. Because the system works well enough to produce results, the remaining gap can be easy to underestimate.



If an identity error enters early, every downstream interpretation inherits it.

THE BLIND SPOT IS OFTEN STITCH

If returning customers are counted as new, acquisition looks better than it is. If one purchase journey is split across devices and channels, attribution becomes noisy. If CRM, commerce, email, and paid media disagree about who someone is, the business optimizes against partial truth.

AI accelerates the consequence: bad identity does not just create bad dashboards. It creates bad decisions at machine speed.

**THE FUTURE OF MARKETING AI DEPENDS ON THE
CONTEXT IT CAN TRUST.**

PUT THE FRAMEWORK TO WORK

Turn the Framework Into a Working Question.

For this growth motion, what identity problem are we trying to solve - and what business result should change?

01

Choose the motion

Attract, Convert,
Retain, or Measure.

02

Name the condition

Direct signals, missing
recognition, or a known but
incomplete identity.

03

Define the result

Specify the marketing
effect and business
outcome before
evaluating providers.



Read the full argument.
The website article contains the complete
reasoning, examples, and source notes
behind this field guide.

[layerfive.com/blog/identity-
resolution-stitch-borrow-
enrich/](https://layerfive.com/blog/identity-resolution-stitch-borrow-enrich/)

Talk With LayerFive >

SELECTED SOURCES

Meta for Developers - Conversions API

Google Ads Help - Enhanced conversions

IAB Tech Lab - Identity Solutions Guidance

MDN Web Docs - Third-party cookies