

# Experian Single Player View

Helping gaming operators understand their players

Powered by Experian Identity Resolution

## Transparency, confidence, and control

Understanding whether you already have a relationship with a player, even across multiple brands, is key to empowering real-time decisions and providing high levels of player care. Identifying self-excluding and problem gamblers early on and avoiding duplicate players and multiple signups can help you more easily comply with regulation, manage costs and offer superior customer service.

Our unique solution combining the best of Experian's technology and consumer data helps you easily identify duplicates, migrate and consolidate disparate data across multiple brands, all within a single integrated platform. This allows you to gain and maintain a holistic view of your customers and provide a more personalized, rewarding experience, while maintaining full transparency, confidence and control over the process. Furthermore, our solution scales as you do, smoothing out data migration challenges throughout mergers and acquisitions.

## How Experian can help

01

### Managing Player Safety

Identify self-excluding and problem gamblers.

Clear view of vulnerable individuals.

Minimise the risk of gambling related harm.



02

### Avoiding duplicate players and multiple sign ups

Combat abusers of bonus sign ups.

Fully understand customer risks.

Have a clear single customer view.



03

### Customer experience, loyalty and return business

Understand genuine customers.

Tailor communications to each person.

Use data at the center of all customer experience.



04

### Onboarding international players efficiently

Validate genuine individuals.

Have a consistent brand approach for onboarding.

Reduce friction and improve pass rates.



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## Identity Resolution

Identity Resolution is a data management process that checks, validates and appends information across devices and digital footprints. It uses a unique matching process in our Aperture Data Studio platform to create a single, data-rich player profile. It resolves player data duplications and inconsistencies using both data management techniques and trusted reference data in tandem.



Consolidate data across multiple brands



A single platform



A single player view

## Experian Data – powering identity

Data management for Identity Resolution is about having the ability to collate disparate data sources to identify and then present a single record of an identity. Traditionally, doing this confidently is tricky. However, this is not the case with Experian's unique approach.



## The Best of Your Data and Our Data

- Leverage petabytes of expertly curated consumer and business records globally, enhancing your data with ours in a few simple clicks
- Continuously verify that you have accurate address and email data to improve communications and analytics
- Use fuzzy matching to eliminate duplicates to improve the integrity of your data

### Find out more

To explore how Single Player View can help your business, email and we'll be happy to help.



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