stirista

The Algorithmic Advantage

How AI-Driven Identity Resolution and Intelligent Automation Are Shaping the Future of Omnichannel Marketing

Traditional, static audience segmentation and manual campaigns stopped working long ago. Today's audiences move fast. Employing AI-powered identity resolution and intelligent automation is the only way to keep up.

Traditional, static, audience segmentation is dead. More than anything, it's because static segmentation is just too slow for modern buyer behavior.

Today's consumers (and B2B decision makers, too) move across devices and channels faster than legacy data can track.

The good thing is that major breakthroughs in AI technology now allow marketers to resolve identity faster.

Real-time identity resolution makes it possible to connect devices, emails, IPs, behavioral events, and other signals into a continuously updated profile. AI extends that capability by recognizing patterns in unclear data and surfacing likely intent, helping marketers determine not just who someone is, but what they're likely to do next (and what sort of messaging that might resonate with them best at that moment). Intelligent, near-instant automation then brings it full circle by activating that understanding across the right channels, whether that's CTV, email, display, or something different.

So, it looks like marketing is moving: away from stale lists and toward real-time, identity-driven orchestration, powered by AI and intelligent automation. But it also needs to rely on human guidance. The marketing that'll truly stand out will also include human strategic oversight for the important calls AI can't make.

Read on to find out how AI is making omnichannel marketing more precise, and more on-time, for today's fast-moving audiences.

How Increasing Levels of Identity Fragmentation Changed the Rules

Today's customer does not appear to marketers as a single, neat record. Instead, that person shows up as a mix of email addresses, mobile IDs, cookies, IP signals, device graphs, CRM entries, offline transactions, and platform-specific events. In B2B, that complexity compounds because the customer is usually not one individual at all, but a buying group made up of several stakeholders interacting across channels and time.

And with the deprecation of cookies and a lack of universal ID unifiers, that already crumbly customer identity becomes even more fragmented.

This fragmentation creates a cascade of problems. It produces duplicate records, inconsistent suppression, broken attribution, wasted impressions, and disconnected customer experiences (if you needed a reminder…).

A household may continue receiving awareness media after conversion because the systems purchasing CTV and display are not working from the same identity layer. A B2B brand may miss buying-group momentum because it cannot connect engagement across contacts, accounts, and channels fast enough to surface meaningful intent.

The problems that lead to identity fragmentation are wide and varied, but they include the breakdown of cookies, a lack of universal identifiers, lack of real-time insight, and data silos. We'll get into a few now.

Data Is Not Always Real-Time

In many cases, data must be collected, matched, cleaned, and stitched together across systems before separate identifiers can be linked to the same person or household. Some matches happen instantly, but others rely on batch updates, offline data syncing, delayed partner feeds, or later-stage signal validation.

That lag matters. If identity is only resolved hours or days later, marketers may miss the moment for timely personalization, suppression, attribution, or next-best-action decisions.

In other words, even when organizations have strong identity capabilities, the customer view is not always immediately unified at the exact moment an interaction takes place.

Data Lacks Identifiers

Connecting customer data across both channels and devices is a major technical challenge – in fact, it might be one of marketing's most pressing. **In 2026, over half of mobile impressions and over a third of desktop impressions lack identifiers**, according to a report from Comscore. That's a big problem when cross-channel personalization and cohesion is top-of-mind for most marketers today.

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Siloed Channels

Siloed channels make identity fragmentation even harder to solve because customer data is often captured and stored separately across email, paid media, CRM, web analytics, CTV, mobile apps, sales platforms, and offline systems.

Each channel tends to operate with its own identifiers, reporting logic, and measurement standards, which makes it difficult to connect interactions into one continuous journey.

As a result, teams may see only a partial view of the customer within their own platform rather than a shared, cross-channel picture. That disconnect can lead to inconsistent targeting, repeated messaging, attribution gaps, and missed opportunities to coordinate outreach across the full buying journey.

Multiple Identity Frameworks

Channels aren't the only things that are siloed. Platforms like The Trade Desk's Unified ID 2.0, LiveRamp's RampID, ID5's solution, and Lotame's Panorama ID each operate within their own ecosystems. There is limited interoperability between these systems, making identity resolution difficult across disparate "universal" ID frameworks.

When third-party cookies began to decline, the industry had high hopes that a single, privacy-safe universal ID would emerge to replace them. **Rather, multiple identity frameworks came out of the woodwork, and now it's up to identity resolution platforms to resolve them into one piece.**

Why CTV Belongs in the Identity Conversation

Many marketers continue to view CTV as a top-of-funnel play, where identity matters less and brand recognition is the name of the game. But as more marketing budgets get shifted to CTV, CTV shifts toward programmatic activation, and audiences do not discriminate between top-of-funnel and bottom-funnel touchpoints, moving fluidly between them all, it's time marketers considered identity resolution in the context of CTV as well.

Here are the stats to back that up.

Buyers now expect almost half of their CTV inventory to be biddable now, a 13% increase from 2024 to 2025.

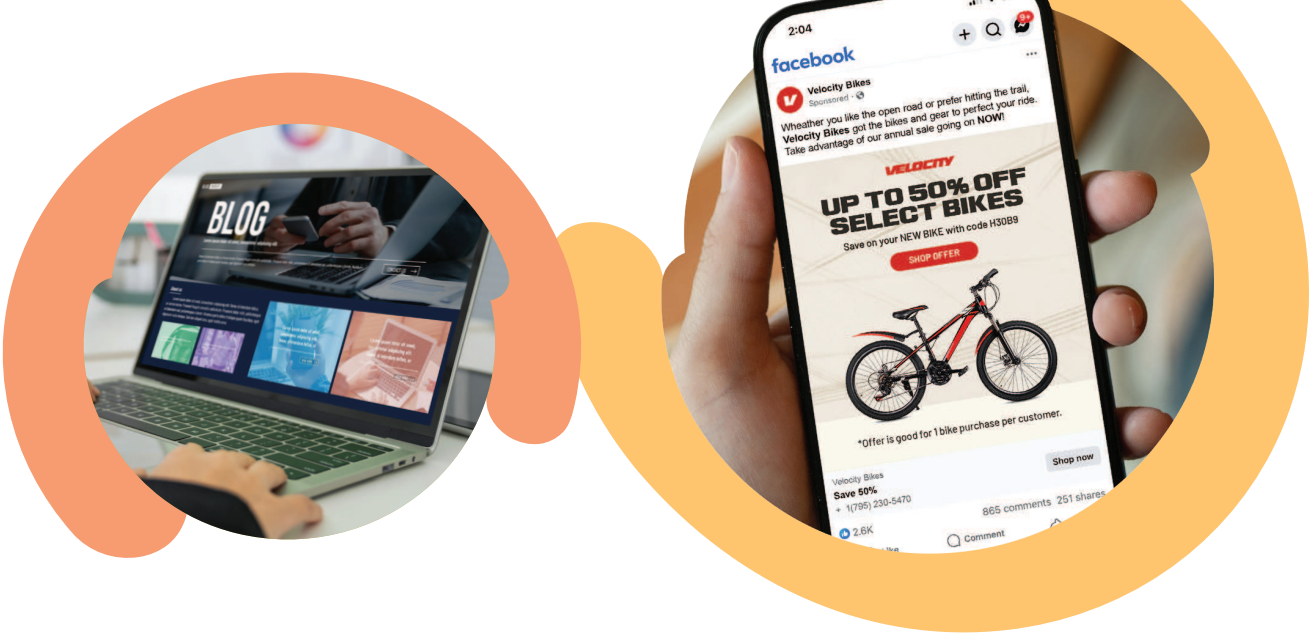
Digital video ad spending grew 18% in 2024, making it one of the fastest-growing media channels today.

Advertisers like CTV and digital video because consumers like it—and engage with it deeply. Video advertising can deliver personalized, engaging, and shoppable experiences across platforms and devices.

As digital video and CTV spending grow, marketers are under more pressure to target, measure, and sequence CTV alongside email, display, and other channels rather than treating it as a silo.

IAB says today's video landscape is fragmented across platforms, IDs, and metrics, making it harder to plan seamlessly without a stronger identity layer. But as advertisers push for better attribution and better targeting in the space, that may soon cease to be the case.

CTV belongs in the identity conversation because it is now part of the same cross-channel customer journey.



AI's New Role in Identity Resolution

Artificial intelligence and machine learning have long played a key role in identity resolution, even if they receive less attention than their shinier and trendier sibling, generative AI.

Identity platforms work by using machine learning models to analyze large datasets and identify connections between records, through both deterministic and probabilistic matching. **Rather than relying on manually defined rules, these machine learning models calculate the probability that different data signals belong to the same person based on historical patterns.**

For example, if a platform sees a phone, laptop, and connected TV regularly active from the same home at similar times with related behaviors, it may infer they are connected (this is also an example of probabilistic matching). In deterministic matching, the connection is typically more obvious — like when someone logs into a site with the exact same email that exists in a CRM record.

Historically, identity resolution was treated as a data quality measure. Identity solutions worked to deduplicate records, match identifiers, and keep downstream systems clean. Of course, these functions still matter for today's data. **But AI is also expanding identity resolution from a hygiene layer into a more intelligent, highly adaptive and constantly updating layer.**

Nowadays, real-time identity resolution providers can help capture shifting behaviors quickly enough to support timely personalization and responsive engagement. We're looking at by-the-second customer interactions across both devices and channels, and not just simple demographics.

But here is where LLMs are giving advertisers even more of an edge: **natural language processing can extract identity signals from even more unstructured sources, like email text or social posts.** Then, it can relay that information back to a marketer in easy-to-understand language.

But there is even more value beyond that. **When marketers can unify profiles continuously, they can do much more than identify a person. They can interpret movement—and therefore emerging intent.** Then, based on inferred intent, they can decide whether someone belongs in a nurture path, a suppression list, a household-level CTV audience, or a high-propensity display cohort.

So, identity resolution has moved beyond simple prospect and customer identification, to predicting future behavior and further, enabling marketers to automatically act on those predictions.

Real-Time Updates

Historically, identity systems refreshed customer records in scheduled batches. Segments were exported periodically and pushed to downstream platforms. But that also meant that data was outdated by the time it was put to use.

The market has become less tolerant of delayed recognition. Most marketers agree that real-time data is essential to achieving marketing outcomes. **That's why identity resolution has moved from batch updates (that is, scheduled updates) to real-time changes, in seconds to milliseconds.**

Many providers now offer real-time APIs that allow personalization engines, advertising systems and experience platforms to query identity graphs on demand. **That change allows marketers to respond to customer behavior immediately rather than hours or days later** — which also means that marketing automations could occur, well, automatically — and constantly.

Batch vs. Real-Time Updates in Identity Resolution

Not all identity resolution happens at the same speed, and that difference matters. In a batch-based model, customer records are matched, merged, and refreshed on a scheduled cadence — often hourly, daily, or on another recurring interval. That approach can still be useful for large-scale data hygiene, profile maintenance, and periodic audience reconciliation. But it also creates lag.

By the time a batch-updated segment is exported and activated, the customer may already have moved to another device, converted, changed behavior, or dropped out of the moment entirely. MarTech noted in March 2026 that identity resolution is shifting away from scheduled batch cycles toward real-time processing for exactly this reason: downstream audience data is often outdated by the time marketers use it. Real-time identity resolution is designed to close that gap.

But the most important distinction is not that batch is "bad" and real-time is "good." It is that they solve different problems. **Batch updates help maintain broad profile integrity over time; real-time updates help marketers act on identity while relevance is still live.** In modern omnichannel marketing, both can coexist — but platforms built only for batch processing are increasingly at a disadvantage when customers and buying signals move faster than the refresh cycle.

Activating Audiences Instantly with Intelligent Automation

If identity resolution tells marketers what is happening, intelligent automation determines whether that knowledge becomes useful in time.

Old stacks might be able to unify records or generate audience insights, but they might still rely on human teams to export lists, update rules, route segments to buying platforms, and optimize sequencing manually. The result is insight latency: the data may be correct, but the response is too slow to capitalize on it.

Intelligent automation changes the economics of response. It allows platforms to trigger actions, optimize delivery, suppress waste, and refine targeting as new signals appear.

A user who converts can be removed from prospecting media. A person who engages through one channel can be shifted into another more appropriate journey. A high-propensity household can be added to a CTV audience while lower-fit prospects are deprioritized.

In McKinsey's November 2025 framing, **agentic AI is expected to account for more than 60% of the increased value AI generates from marketing and sales deployments**, which underscores how much future value depends not just on analysis, but on systems that can act.

Real-time identity resolution should lead naturally to real-time activation. Otherwise, what's the point? Intelligent automation allows for less manual orchestration, less delay between signal and response, and more automated decisioning at the moment of relevance.

Sure, message consistency is important in omnichannel marketing. But so is timing. **A well-targeted email sent a week too late is not especially intelligent. A beautifully segmented audience that continues seeing the wrong CTV message after purchase is not especially coordinated.** Intelligent automation is what lets identity-aware marketing behave like a living system rather than a sequence of static deployments.

Automated, Hyper-Personalized, Omnichannel Campaigns

So we've talked about timing. Now let's circle back to consistency. A strong identity layer allows consistent messaging across channel-specific tactics.

CTV can build reach and household-level awareness. Email can deliver direct, personalized messaging and nurture. Display and programmatic can retarget, reinforce, or suppress based on evolving signals. **But the channels perform best together when they are fed by a common understanding of who the audience is and what has already happened elsewhere.** Otherwise, marketers risk overlap, mistimed sequencing, and poor measurement.

As video, CTV, email, and programmatic all become more measurable and more targetable, the pressure to coordinate them grows. CTV alone is facing pressure to become more precise in targeting, more performance-driven and more funnel-agnostic — meaning it needs to talk to other channels and exist in relationship with messaging elsewhere.

This all goes back to having a robust identity layer that tracks customer behavior in real time, and that allows for activation in real time, too.

Privacy, Trust, and the Human Element

The promise of identity-driven marketing can collapse quickly if personalization feels invasive or untrustworthy. Consumers clearly want relevance, but not at any cost.

PwC's 2025 Customer Experience Survey captures that tension well: **53% of consumers say it is worth sharing personal information if it makes their experience smoother, but 93% say a brand will lose their trust if that data is mishandled.**

One Gartner survey found that personalization can triple the likelihood of customer regret at key journey points.

Keeping It Human

While machine learning and large language models can help marketers parse unstructured data and resolve identities, using it for creative doesn't always resonate with the customer in the end. That could be a risk as generative AI, on the whole, is becoming much more deeply embedded in marketing workflows.

Take the Super Bowl ads that many Americans saw this February. **Svedka's AI-generated commercial ranked near the bottom of best Super Bowl ads on multiple lists**, including second-from-the-bottom on USA Today's AdMeter.

Ad buyers, however, are saying that a third of digital video ads are now built or adjusted with GenAI, and expect that number to jump to almost 40% this year. In an Accenture report, however, **consumers are described as distrusting AI-generated content that lacks authenticity and personability.**

AI can help unify profiles, rank propensities, and optimize delivery, but it cannot singlehandedly define tone, ethics, brand judgment, or what kind of personalization feels appropriate.

Identity resolution is the most important prerequisite for effective AI-driven personalization. If you're using genAI to make hyperpersonalized content and yet you don't know who you're talking to, any attempts at even the most hyperpersonalized content will fall flat.

That matters because better automation does not automatically create better customer experiences. A platform can determine who should receive an email or see an ad, and it can make messaging more timely and precise, **but human strategy is still what makes communication feel helpful rather than intrusive.**

Maintaining Privacy

Under California's CCPA and Europe's GDPR laws, maintaining consumer privacy is a legal requirement. It also happens to matter for a simpler reason: people do not respond well to marketing that feels invasive.

As a result, the industry is moving away from blunt, opaque tracking methods and toward consent-aware, first-party, privacy-conscious data environments. The platforms best positioned to succeed in this shift are the ones that can unify signals responsibly, explain their methods clearly, and give marketers a real sense of control over how data and intelligence are being used.

Privacy-conscious marketing works best when brands use intelligence responsibly, stay transparent, and make sure every interaction still feels relevant, human, and aligned with the brand.

Where Stirista Stands Out

Static audience groups quickly become outdated in an environment where customer behaviors, signals, and preferences are constantly shifting. Real-time segmentation helps marketers respond to those changes as they happen, making it easier to reach people with messaging that reflects their current interests, intent, and stage in the buyer journey.

As data keeps multiplying, one of the smartest ways for marketers to adapt is by embracing real-time segmentation.

Add AI to the mix, and that capability becomes even more powerful.

With the right technology, marketers can build AI-powered audience segments that identify highly specific groups and deliver hyper-personalized content at scale.

For example, our APT tool creates AI-generated audience profiles using the full scope of a brand's data, helping marketers turn customer insights into targeted, scalable audience segments almost instantly. Combined with Stirista's OMNA Identity Graph, this approach gives marketers a stronger, more unified foundation for understanding who their audiences are and how to engage them more effectively across channels.

Real-Time Identity Resolution

OMNA is a real-time identity graph built from multiple component graphs including ABM, viewership, IP, and device data. CRM mapping, constantly updating device and IP data, and omnichannel addressability all make it one of the best identity resolution platforms in the market.

AI-Powered APT

Stirista's APT tool uses AI-powered audience segmentation and targeting built on our Identity Graph, email intelligence, intent signals, predictive modeling, and LLM-enabled analysis, to **create real-time audience profiles that can be activated across email, social, and programmatic channels.**

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In Conclusion

As static segmentation gives way to real-time identity and intelligent activation, marketers that can unify data, automation, privacy, and human-led strategy will be best positioned to lead the conversation surrounding personalization and human-focused advertising.

At the same time, the market is sending a clear warning: speed and personalization cannot come at the expense of trust. Consumers want smoother experiences, but they also want brands to handle data responsibly and communicate with authenticity. That means the next generation of identity-driven marketing must be not only more intelligent, but more disciplined and more human.

In comes Stirista. We're a platform purpose-built for the new conditions of omnichannel marketing: dynamic identity, instant activation, and personalization that still respects the person on the other side of the signal.

Like a cake, we're built on additive layers: identity foundation, real-time resolution, and omnichannel activation engine.

And AI is the cherry on top.

Ready to get started?
book a demo →

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