

REQUEST FOR PROPOSAL

Third-Party Identity Graph & Consumer Identity Data Provider

August 21, 2026

TABLE OF CONTENTS

SECTION 1: BUSINESS OBJECTIVES & USE CASES	2
SECTION 2: IDENTITY GRAPH DATA & QUALITY	15
SECTION 3: MATCH PERFORMANCE.....	21
SECTION 4: CONNECTIVITY & INTEROPERABILITY	25
SECTION 5: KNOWN CUSTOMER COVERAGE	30
SECTION 6: UNAUTHENTICATED / UNKNOWN VISITOR RESOLUTION.....	32
SECTION 7: DATA ENRICHMENT CAPABILITIES	39
SECTION 8: DATA FRESHNESS & MAINTENANCE.....	42
SECTION 9: PRIVACY, COMPLIANCE & GOVERNANCE	44
SECTION 10: COMMERCIAL MODEL	47
SECTION 11: STRATEGIC FIT & PRODUCT ROADMAP	50
SECTION 12: SUPPLIER SUBMISSION REQUIREMENTS	54
SECTION 13: PRICING	54

SECTION 1: BUSINESS OBJECTIVES & USE CASES

In scope for this RFP is the evaluation of suppliers who can support Best Buy Ads' identity foundation across household, person, device, and advertising use cases across onsite and offsite platforms. Please answer the following questions as they pertain to your organization's solution. You may note any callouts or nuances by use case if needed.

Identity Foundation

How does your solution support household-level identity resolution?

Supplier Response:

How We Approach Individual and Household Identity

We anchor all identity resolution at the individual level first, with the flexibility to expand to household relationships based on your business needs. This person-centric methodology gives you maximum control over how identity relationships are inferred and applied within your environment.

Our approach is grounded in over a decade of experience combining offline and digital identity signals at scale across enterprise clients. We recognize that individual and household identity serve different strategic purposes, and our platform architecture accommodates both without sacrificing precision or client governance.

Individual-Level Identity as the Foundation

We resolve all identifiers to a persistent individual identity (dentsu Individual ID) anchored to your reference data. This person-based identity remains consistent across all devices, channels, and sessions, regardless of cookie deprecation or device changes. Individual-level resolution leverages both offline PII (name, address, email, phone) and digital signals (device IDs, IP addresses, behavioral patterns) through a dual deterministic and probabilistic matching process executed in under 200ms.

Each match receives a confidence score from 1 (highly confident) to 8 (more reach), providing transparency into match quality and enabling you to optimize for either precision or scale based on your risk tolerance.

Household Relationships with Client Control

Using the Person ID as the anchor, we then seamlessly expand relationships to the household level as needed. We use both offline PII (shared address, billing information) and digital signals (co-browsing patterns, shared devices) to facilitate matches at the household and address level. Critically, we place the decision of how to infer and connect household relationships with you, not with us.

Our reference base of 268 million individuals allows us to identify when multiple email addresses, phones, or other signals belong to the same person, the same household, or different individuals within a household. We present this intelligence to you with full transparency and confidence scoring, and you determine the business rules for relationship linkage within your CRM or data environment.

Enrichment and Attribution by Level

Individual-level enrichment attributes capture behaviors, preferences, demographics, and identity signals directly tied to a specific person. Household-level attributes reflect shared characteristics such as household income, homeownership status, or address-based information. This layered enrichment enables you to build audiences and measure performance at your preferred granularity while maintaining person-level targeting precision.

The result is a flexible identity architecture that respects your data governance requirements while delivering the household insights needed for multi-person household strategy, coordination of loyalty ecosystems, or broader family-based marketing initiatives.

Two Approaches to ID Resolution: Managed or Composable

We offer two flexible deployment models that keep your identity fully owned and processed within your security perimeter. With our managed approach, Merkle handles identity resolution processing on your behalf using Apache Iceberg and other integration methods. Alternatively, with our fully composable, Snowflake-native apps approach, you maintain complete control and run identity resolution directly within your own Snowflake environment. Our Match app hygienically processes your offline and CRM data by matching PII signals (name, address, email) against our 268 million-person reference base, applying USPS-certified address standardization and NCOA move tracking, and outputting pseudo-anonymized Merkle Person IDs at the individual, household, and address levels. Our Translate app converts digital signals (IP, email, device ID, phone) into persistent IDs and seamlessly transcodes identity across partners and clean rooms, enabling online and offline connectivity without exposing raw PII. Both approaches ensure your identity data never leaves your walls, and you maintain governance over how identity is defined, activated, and monetized.

How does your solution support individual-level identity resolution?

Supplier Response:

See response above.

How is identity persistence maintained over time as consumers, households, devices, and identifiers change?

Supplier Response:

We maintain identity persistence through a person-based architecture anchored to stable terrestrial PII rather than ephemeral digital signals. This foundational design ensures that your identity graph sustains continuity over years, not days or months, regardless of how consumers move, upgrade devices, or shift their digital behavior.

Our approach is grounded in over a decade of enterprise experience aggregating and resolving consumer identities across residential moves, device changes, and identity signal churn. We've developed a comprehensive methodology that prioritizes durable identity signals while continuously updating our reference intelligence to reflect real-world changes in consumer landscapes.

Anchoring Identity to Stable Terrestrial Signals

Individual and household identity persistence begins with anchoring to name and address, the most durable consumer signals available. Unlike device IDs, cookies, IP addresses, or email addresses that change frequently or deprecate at scale, terrestrial PII maintains long-term stability. Our Merkle Individual IDs are built on this foundation and linked to a comprehensive US consumer knowledge base covering 268 million individuals and over 11,000 consumer attributes.

This person-centric design means your identity graph survives third-party cookie deprecation, browser changes, device upgrades, and platform shifts without degradation. Cookie-dependent or device-based identity solutions typically maintain continuity for days or months; our approach sustains continuity over years.

Tracking Life Changes and Residential Moves

Your comprehensive consumer knowledge base is continuously updated to track identity changes in real time. We incorporate move-tracking services, including NCOA (National Change of Address) processing and USPS address standardization, into our identity resolution workflows. Reference data signals are updated at the rate of change for each signal type: name and address signals refresh monthly, while device IDs and IP addresses refresh weekly. The relationships between terrestrial and digital identities are rebuilt weekly, ensuring that your knowledge of consumers reflects their current reality.

When consumers move, change email addresses, or acquire new devices, we identify these transitions and maintain consistent person-level recognition through deterministic and

probabilistic matching that prioritizes signals based on their proximity to a real person. This tiered matching approach ensures high confidence matches while using fuzzy logic to resolve ambiguous cases.

Handling Unmatched and Ambiguous Records

Not every record matches immediately. Rather than discarding unmatched records or creating duplicate identities, we assign them formulated keys that enable future resolution as additional signals arrive. This approach ensures that new data arriving weeks or months later can be connected to existing person records as confidence increases. All matched records receive persistent Merkle identifiers linked to your reference base; formulated keys preserve optionality for future consolidation as your data environment evolves.

Multi-Device and Cross-Session Persistence

Your identity graph maintains consistent person-level recognition across all devices—smartphones, tablets, desktops, and connected devices—throughout customer journeys and across sessions. This is accomplished through deterministic and probabilistic algorithms that link digital signals (device IDs, IP addresses, behavioral patterns) to person records, rather than treating each device as a standalone entity. Confidence scores for each cross-device match (scores 1 through 8) provide transparency into match quality and enable you to set thresholds aligned with your business risk tolerance.

Reference Data Updates and Continuous Enrichment

Your reference knowledge base evolves with your business. When your first-party data is ingested through the Merkle Tag for real-time digital identity resolution, the first-party component of the graph is updated in real time, ensuring that authenticated interactions immediately update consumer profiles. This continuous refresh maintains a dynamic, current view of your customer base rather than a static snapshot.

How are unique identifiers assigned and maintained across households and individuals?

Supplier Response:

We assign and maintain a three-tier identifier system that maps all identity signals to persistent individual, household, and address IDs, ensuring complete transparency and client control over identity relationships.

Individual-Level Identifier Assignment (Merkle Person ID)

Every resolved individual receives a Merkle Person ID, a pseudo-anonymized persistent identifier anchored to terrestrial PII signals. Merkle Person IDs are assigned deterministically from our 268 million-person reference base or via probabilistic fuzzy logic in ambiguous cases. Each Merkle Person ID receives a confidence score from 1 (highly confident) to 8 (more reach), allowing you to calibrate use cases around precision.

Unlike device IDs or cookies, Merkle Person IDs remain stable because they're anchored to name and address rather than ephemeral digital signals. The same Merkle Person ID represents the same person across devices, sessions, and time, independent of email changes or residential moves.

Household and Address ID Assignment

Using person IDs as the anchor, we assign household and address IDs based on shared PII and digital signals. Critically, we present you with intelligence in these relationships and allow you to define the business rules for connections. We identify relationships; you decide how to link records in your CRM based on your business needs.

Two-Stage Translation for Identity Persistence

Stage 1 establishes your internal identity spine: customer records are keyed to Merkle Person IDs and household relationships, serving as your single source of truth across all internal systems.

Stage 2 translates your identity for external partners by converting your Merkle Person IDs into platform-specific match keys. We maintain complete linkage between your original customer key, the internal Merkle Person ID, and all external keys, enabling closed-loop measurement and cross-platform identity validation.

Sustained Keys and Formulated Keys

Records resolving with high confidence receive sustained keys and persistent Merkle identifiers linked to our reference base, with access to continuous updates and enrichment. Unmatched records receive formulated keys that preserve optionality for future resolution, ensuring no record is lost as new signals arrive.

What level of national US households and adults' coverage can your solution support?

Supplier Response:

Our reference base has 268M+ (18+) individual IDs and 130M+ household IDs

How does your solution help Best Buy extend our Identity Graph beyond our known customers?

Supplier Response:

We resolve your anonymous website visitors into known individuals from our 268-million-person reference base, covering 98% of US adults, enabling you to identify and activate prospects who aren't yet in your CRM. With access to essentially the entire addressable US population for both offline and online use cases, you have comprehensive reach for customer acquisition, household expansion, and prospect targeting across channels and data types.

Identifying Anonymous Visitors

Our real-time digital identity tag identifies 60%+ of your anonymous website visitors by matching their digital signals against our reference base in under 200 milliseconds. This is 20-30x higher than industry standard approaches that rely solely on cookies and first-party data.

Audience Activation

How does your solution support identity matching for audience activation?

Supplier Response:

We enable seamless audience activation across 100+ destinations by translating your Merkle Person IDs into publisher-specific match keys while enriching those audiences with billions of additional identity signals to maximize match rates. We operate as an infrastructure layer that enhances your reach across any publisher you choose without locking you into a proprietary ID ecosystem.

Flexible Activation Options

You can activate audiences through our Explorer UI, which offers point-and-click segment creation and one-click publishing to major walled gardens and DSPs, or through our Boost App for UI-less, direct syndication from your Snowflake environment to publishers. Both paths utilize pseudo-anonymized Merkle Person IDs and support real-time and batch activation modes. You can also build audiences directly in Snowflake using your first-party data and our 11,000+ consumer attributes.

Publisher Coverage and Signal Enrichment

We maintain direct integrations with Google DV360, Meta, The Trade Desk, Snapchat, Pinterest, LinkedIn, Bing, and Yahoo, as well as partnerships with leading onboarders, including LiveRamp, Experian, and TransUnion. Critically, when audiences activate with publishers, we enrich them with billions of additional identity signals from our 268-million-person reference base, significantly improving match rates and addressability without requiring publishers to adopt proprietary IDs.

Transparency and Control

We support universal ID frameworks such as UID2 and RampID, maintain identity graph synchronization with major partners, and enable suppression segments in activation platforms. Your identity matching happens through each publisher's native infrastructure while remaining connected to your person-based identity through pseudo-encrypted translation, ensuring closed-loop measurement and cross-platform identity validation.

How does your solution support audience expansion at the household, individual, and device level?**Supplier Response:**

We expand your audiences through lookalike modeling that identifies customers like your best customers, then activates those expanded audiences at the household, individual, and device levels within your Snowflake environment or Explorer UI.

Our look-alike models leverage machine-learning algorithms applied to our 268 million-person reference base, enriched with 11,000+ consumer attributes. Unlike cookie-based lookalikes, our person-based approach creates more durable audiences that survive platform changes and device shifts.

For household expansion, you can target additional household members who share characteristics with your best customers. At the individual level, you activate specific people who match your target profile. At the device level, your expanded audience automatically reaches individuals across all their devices through person-level cross-device matching delivered in under 200 milliseconds.

You build and activate all audiences through point-and-click segment creation in the Explorer UI or directly in Snowflake, with dynamic refresh capabilities that reflect new data inputs.

How can audiences be activated across DSPs, walled gardens, clean rooms, and retail media channels?**Supplier Response:**

Audiences activate across 100+ destinations through three primary methods:

Direct Integration via Boost App and Explorer UI

Our Boost App enables near-instantaneous, headless audience syndication directly from your Snowflake environment to DSPs (The Trade Desk, Google DV360, Amazon DSP), walled gardens (Meta, Google, Bing, Snapchat, Pinterest, LinkedIn, Yahoo), and marketing clouds (Adobe, Salesforce). Alternatively, our Explorer UI offers point-and-click segment creation and activation, access to 11,000+ consumer attributes for advanced segmentation, and the same direct-to-publisher syndication and match rate-boosting capabilities. Both methods enrich audiences with billions of additional identity signals to maximize match rates while maintaining complete PII protection, reducing activation time from days to hours.

Through Onboarding Partners

For publishers with whom we lack direct relationships, we partner with leading onboarders, including LiveRamp, Experian, and TransUnion. We also support universal ID frameworks such as UID2 and RampID to enable seamless interoperability across the advertising ecosystem.

Clean Room Activation

Within your Snowflake Data Clean Room, audiences can be built using your first-party data, third-party enrichment, and our 11,000+ consumer attributes through point-and-click segment creation. These audiences then activate to any connected publisher or activate to your retail media network partners for on-site, off-site, and sponsored content campaigns.

All activations use pseudo-anonymized Merkle Person IDs, maintain closed-loop measurement capability, and support real-time or batch delivery based on your requirements.

How do you support omnichannel audience portability?**Supplier Response:**

Since Merkle is a true person-based identity rather than device or channel-specific, we are uniquely positioned to drive omnichannel activation through deep interoperability with your entire Martech stack. We integrate and enhance CDPs, ESPs, email platforms, personalization engines, loyalty systems, and retail media networks, enabling seamless audience portability without replacing your existing tools.

Unified Identity Across Channels

A single Merkle Person ID activates consistently across every channel in your ecosystem. Audiences created for paid media simultaneously activate for triggered emails, direct mail, SMS, and personalized on-site experiences without requiring separate audience definitions or identifier translation. Integrations with your ESP, CDP, and analytics tools ensure activation across your existing systems.

Cross-Channel Measurement and Control

Your clean room environment enables unified cross-channel attribution and measurement, allowing you to track audience performance across email, direct mail, paid media, and loyalty in a single dashboard. You can manage frequency capping and suppression rules once and apply them universally, preventing audience fatigue across all touchpoints.

Real-Time Activation and Personalization

Our tag identifies both first-party customers and prospect visitors in under 200 milliseconds, enabling first-page personalization of the anonymous browsing experience. This immediate identification flows into your ESP, CDP, and analytics tools to drive downstream retargeting, insights, and measurement. When a person enters a segment, they are eligible (based on opt status) to receive triggered messaging via email, direct mail, or paid media, with the same person-based identity maintained consistently across all channels and platforms.

Audience Attributes

Please provide list of available attributes with HH and Individual coverage.

What demographic attributes are available for enrichment?

Supplier Response: DataSource is our national consumer dataset, comprising 268 million US consumers and delivering 4,000+ data attributes to enable sophisticated segmentation and personalized customer outreach across channels. DataSource includes over 100 demographic elements covering age, income, education, marital status, home ownership, presence of children, employment status, ethnicity, language, and neighborhood characteristics, all maintained at 90-100% coverage with monthly refresh cycles.

These foundational elements can segment Best Buy's market across distinct purchasing personas: Gen Z gamers versus established homeowners, college-educated early adopters versus value-conscious segments, families undertaking appliance replacement versus young professionals deploying smart home systems. Homeownership status and length of residence are particularly powerful indicators for appliance division targeting, while household composition and the presence of children drive gaming and family entertainment system sales. Employment status and education level identify work-from-home professionals who are ready to invest in office technology. And all demographic attributes are multi-source validated, ensuring Best Buy operates on verified signals rather than inaccurate or contradictory data.

What household-level insights are available?

Supplier Response: DataSource delivers insights into household composition (members segmented by age groups), financial profiles (wealth rating, credit behavior, spending patterns), life events (recent moves, home improvement activity), device ecosystem ownership (Apple,

Amazon, Google, Microsoft platforms), vehicle details (make, model, year, mileage for up to five vehicles), property characteristics (home value, type, square footage, year built), and subscription/service ownership patterns.

This household intelligence enables Best Buy to segment customers into distinct personas: the tech-forward, multi-device household; the young family building gaming and entertainment systems; the established homeowner replacing appliances; the work-from-home professional needing office technology; and the premium, affluent segment seeking high-end electronics and appliances. Device ecosystem mapping reveals which platforms dominate each household, enabling compatible product recommendations. Property value and ownership status identify appliance upgrade readiness. Household composition drives multi-device targeting. With 80-90% coverage, these household-level attributes form the essential foundation for personalized retail targeting and campaign success.

What behavioral, purchase propensity, consumer intent, consumer electronics, and appliance indicators are available?

Supplier Response: DataSource includes 250+ consumer propensities and 70+ buyer insights capturing gaming device ownership and console purchase likelihood, streaming TV adoption and device purchase propensity, smart home device adoption, appliance purchase propensity for kitchen, laundry, and HVAC systems, home office equipment for work-from-home professionals, and audio interests from budget headphones to premium systems.

Our behavioral purchase data document actual purchase history across 70+ retail categories, including frequency counts (0-99 purchases in the last 24 months), revealing recent buyers, repeat purchasers, and accelerating purchase patterns. Retail-specific signals include purchase recency (whether consumers bought electronics or appliances in the last 30, 60, or 90 days), category affinity scores that reveal which product categories resonate most, brand affinities across 250+ manufacturers, and shopping pattern segmentation that identifies planners versus impulse buyers.

Coverage ranges from 70% to 90% depending on the category, with monthly refresh cycles capturing updated purchase behavior and shifts in propensity. These behavioral dimensions enable Best Buy to move beyond demographic targeting toward actual purchase intent identification and next-product upsell opportunities.

How do you measure audience coverage and accuracy?

Supplier Response: Merkle's Data Valuation Lab is our proprietary benchmarking platform that stress-tests data across four key performance indicators: Coverage, Accuracy, Descriptive Power, and Predictive Power. This process is used to vet every one of our suppliers before a single record enters our DataSource product.

Coverage goes beyond match rate. We measure not just whether an individual is matched, but whether each data variable is populated with meaningful information — not nulls or placeholders. A vendor reporting 60% home value coverage versus a competitor's 75% represents a critical targeting gap that's hiding in plain sight. We calculate the average coverage across all variables to reveal the true data density.

Accuracy is where we use correlation analysis. We measure relationships that should exist in the data — such as education and income or home value and net worth — and benchmark them against control pairings with no expected relationship. Wrong signals don't just miss — they actively mislead. Inaccurate data points your targeting in the wrong direction.

Descriptive Power tests each variable's individual ability to differentiate your customers from the broader population. We isolate each variable and measure how well it distinguishes between, say, your customer base and the general US population. A thousand variables mean nothing if none of them differentiate.

And Predictive Power is the ultimate stress test. We combine all eligible variables and build models to evaluate strength and lift at multiple targeting depths. Coverage gaps, weak descriptive signals, and accuracy issues don't exist in isolation — they amplify each other here. This is where you see the most direct link between data quality and real-world campaign performance.

The entire process is fully transparent and replicable, running every month as part of our update cycles to ensure we deliver the freshest data to support our clients' campaigns.

Describe your methodology for determining audience assignment for households and individuals.

Supplier Response: Our DataSource consumer file is underpinned by the Merkury™ Identity Graph—rebuilt monthly from 20+ authoritative sources using advanced machine learning—as the foundation for deterministic (not probabilistic) audience assignment. Individual-level assignment requires first name, last name, and address to be matched using strict logic and CASS-certified postal validation, enabling the highest-confidence person-to-person matching. Household-level assignment uses last name and address, respecting data limitations while maximizing enrichment of household attributes such as property value and appliance purchase propensity. Area-level assignment uses the address alone for census, property, and geographic enrichment.

All matched records undergo rigorous validation, including correlation analysis to confirm that education, income, age, and home value align as expected, consensus logic to select the most reliable signals from multiple sources, and Data Valuation Lab benchmarking to ensure that every data source demonstrates genuine predictive power. Beyond initial matching, continuous maintenance processes keep assignments current: monthly identity graph updates incorporating new postal records, phone changes, email updates, and device signals; NCOA address changes; CASS standardization; automatic suppressions for deceased, vacant, military, prison, nursing home, and seasonal addresses; and ongoing Data Valuation Lab re-benchmarking, replacing underperforming sources with superior alternatives.

Clean Room Enablement

How does your solution support multi-party identity resolution in clean room environments?

Supplier Response:

Merkle's Translate App operates directly within Snowflake Data Clean Rooms and serves as the centerpiece for multi-party collaboration. It enables:

- Cross-partner identity translation without exposing raw PII
- Seamless identity resolution across multiple collaborators simultaneously
- Conversion of disparate identity signals into pseudo-anonymized person-based IDs

Data Separation & Governance

- Each party maintains its own dedicated logical environment within a single clean room instance
- Data remains separated; joins for analytics are ephemeral (temporary) and never commingled
- Partners see only their own customer identifiers and approved, aggregated outputs—never raw PII

Permission-Based Access Control

- Role-based access controls (RBAC) govern what each partner can query and access

- Query templates are customized per partnership to enforce boundary conditions
- Join controls specify which datasets can/cannot be included in cross-party analyses

Multi-Partner Scalability

- **Single underlying data asset:** Best Buy can share one data asset across multiple clean room relationships via the Translate App, avoiding replication
- **Reusable templates:** Collaboration frameworks can be templated and applied across multiple partner engagements (e.g., Best Buy and Dell)

Privacy and Compliance Enforcement

- No raw PII ever enters the clean room—all identity resolution uses hashed/tokenized data
- Differential privacy enforced across multi-party queries with configurable epsilon values
- Full audit trails capture all queries and results for compliance verification
- Consent and opt-out policies enforced uniformly across all connected partners

What identity signals are available for household and person-level matching?

Supplier Response:

We leverage both terrestrial and digital identity signals through a dual-matching methodology to resolve identities at the individual and household levels with transparency and control.

Terrestrial PII Signals (Offline Identity)

For offline and batch identity resolution, we match against signals including name (first and last), address (street, city, state, ZIP), email, and phone number. Our highest match rates are achieved with complete terrestrial PII signals, delivering 95% or higher PII-based match rates when full attributes are available. We provide USPS address standardization, National Change of Address (NCOA) processing, email hygiene, and proprietary address correction to ensure data quality before matching.

Digital Signals (Online Identity)

For real-time digital identity resolution, our JavaScript tag and server-side options ingest cookies, first-party events, IP addresses, user agent, meta keywords, HEMs (hashed email matching), HTTP header data, and authentication events. Our digital tag identifies 60%+ of anonymous website visitors against our 268 million-person reference base in under 200 milliseconds, using a 30+-step identity waterfall that prioritizes signals based on their proximity to a real person. All matched identities receive a confidence score from 1 (highly confident) to 8 (more reach), enabling you to optimize for either precision or scale based on your risk tolerance and use case requirements.

How does your solution support privacy-safe data collaboration?

Supplier Response:

Merkle's approach to privacy-safe data collaboration is multi-layered, combining technical architecture, governance controls, and privacy-enhancing technologies.

No Data Movement or Replication

- Identity matching occurs directly in Native Apps (Match App, Translate App, Boost App)
- Partner data stays in partner-controlled environments; joins for analytics are ephemeral (temporary) and performed in-memory only
- Data is never commingled in maintained spaces or external systems
- Complete data sovereignty: clients process data in-place without copying to external platforms

Pseudo-Anonymization at Entry

- Raw PII (emails, phone numbers, addresses) is hashed or tokenized before any collaborative processing begins—using SHA-256 encryption or similar methods
- Pre-clean room tokenization ensures no raw PII ever enters collaborative environments

- All downstream operations use pseudo-anonymized identifiers (Merkury Individual IDs/M-IDs, household IDs, address IDs) rather than exposed PII
- When re-identification is required for activation, it occurs automatically without human intervention or exposure

Partner-to-Partner Isolation

- Mechanisms to prevent partner-to-partner interference attacks include:
 - Tokenization and pseudonymization of all identity data
 - Secure multi-party computation for cross-party analytics
 - Partner-specific data rooms with isolated processing environments
 - Audit trails for all data access and operations
- Merkle's native security architecture enforces partner isolation without additional layers

Granular Permission Layers

- **By user role:** Unlimited custom roles matching organizational structure
- **By dataset:** Permission-based data sharing at table, column, and row levels
- **By operation type:** Define what queries can run, what outputs can be generated
- **By activation destination:** Approve specific publishers/platforms for audience activation
- **By identity attributes:** Allow/deny rules based on email, device ID, loyalty ID, payment token classes

Transparent Collaboration Without Data Exposure

Multi-Party Analytics Without Raw Data Sharing

- Partners collaborate using only:
 - Aggregated query results
 - Approved output templates
 - Pseudo-anonymized IDs with confidence scores
- Never exchange raw PII, transaction records, or individual-level customer data

Self-Service Governance

- Best Buy defines what data can be accessed and by whom
- Can audit all activity and customize query templates
- Maintains full control over data even when collaborating with third parties

Measurement & Attribution

How does your solution support reach and frequency measurement?

Supplier Response:

Deduplication at Resolution Rather Than at Reporting

Deduplication occurs at the point of identity resolution rather than as a reconciliation step applied to finished reports. Every device identifier, cookie, connected television identifier, hashed email, and authenticated session that resolves to the same individual collapses into a single Merkury™ ID before any counting occurs, eliminating the double-counting that arises when each platform reports its own reach against its own identifier space. Because the identifier is anchored to stable terrestrial signals rather than ephemeral digital ones, deduplication holds across sessions, devices, and time, rather than resetting when a cookie is cleared or a device is replaced.

Cross-device deduplication is inherent to the architecture rather than a separate process. As described in Section 2, digital and offline resolution converge on the same person identifier, so a consumer recognized on a smartphone, a tablet, and a desktop links to a single Merkury ID without a separate device-graph reconciliation step.

Zero-Copy Execution Within Your Environment

Deduplicated measurement is executed inside your Snowflake environment through our native applications, which means media exposure data, transaction data, and identity resolution are brought together without customer data leaving your security perimeter and without requiring migration into a supplier-hosted measurement platform. For environments running on AWS, Azure, or Google Cloud, Apache Iceberg support enables a consistent execution model across cloud boundaries.

Three Levels of Deduplication Fidelity

We report which level applies to each channel rather than presenting a single figure.

Exact person-level deduplication applies to onsite inventory, sponsored products, connected television, and programmatic inventory, where log-level exposure is available to Best Buy under existing platform agreements.

Aggregate deduplication applies where a platform permits a first-party join but restricts output granularity. In these environments, deduplicated and incremental reach are computed within the platform's own clean room and returned in aggregate form, thereby supporting accurate cross-channel reach estimation without producing a per-person record that can be carried downstream.

The modeled contribution applies when no person-level exposure data is returned. In these environments, we estimate contribution rather than representing it as deduplicated, and we would advise against any supplier representation that person-level deduplication is achievable inside a fully closed environment.

Confidence Thresholds and the Integrity of a Deduplicated Count

A deduplicated count is only as reliable as the confidence threshold applied beneath it, because merging uncertain records more aggressively always produces a more favorable number, and the difference is not visible in the output. Every probabilistic linkage produced through digital identity resolution carries a confidence score from 1 to 8, and Best Buy sets the threshold rather than receiving a blended result. Deduplicated reporting can therefore be produced at a strict, high-confidence measurement threshold. In contrast, a broader threshold is used for planning and reach forecasting, with both figures available and the resolution basis disclosed alongside each.

Assumption noted for confirmation: we have assumed that Best Buy holds log-level exposure rights under its existing agreements with its supply-side, demand-side, and connected-television partners. Where those rights are not currently in place, we would work with Best Buy to establish them, as they determine which of the three fidelity levels above applies to each channel.

How does your solution support deduplicated measurement across channels and devices?

Supplier Response:

Deduplication at Resolution Rather Than at Reporting

Deduplication occurs at the point of identity resolution rather than as a reconciliation step applied to finished reports. Every device identifier, cookie, connected television identifier, hashed email, and authenticated session that resolves to the same individual collapses into a single Merkury ID before any counting occurs, eliminating the double-counting that arises when each platform reports its own reach against its own identifier space. Because the identifier is anchored to stable terrestrial signals rather than ephemeral digital ones, deduplication holds across sessions, devices, and time, rather than resetting when a cookie is cleared or a device is replaced.

Cross-device deduplication is inherent to the architecture rather than a separate process. As described in Section 2, digital and offline resolution converge on the same person identifier, so a consumer recognized on a smartphone, a tablet, and a desktop links to a single Merkury ID without a separate device-graph reconciliation step.

Zero-Copy Execution Within Your Environment

Deduplicated measurement is executed inside your Snowflake environment through our native applications, which means media exposure data, transaction data, and identity resolution are brought together without customer data leaving your security perimeter and without requiring migration into a supplier-hosted measurement platform. For environments running on AWS, Azure, or Google Cloud, Apache Iceberg support enables a consistent execution model across cloud boundaries.

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Assumption noted for confirmation: we have assumed that Best Buy holds log-level exposure rights under its existing agreements with its supply-side, demand-side, and connected-television partners. Where those rights are not currently in place, we would work with Best Buy to establish them, as they determine which of the three fidelity levels above applies to each channel.

How does your solution support multi-touch attribution at the household and individual levels?

Supplier Response:

A Single Resolution Supporting Both Levels

Household and individual attribution derive from the same identity resolution rather than from two independently constructed models, which means the two views are consistent by construction rather than requiring reconciliation after the fact. Touchpoints across onsite, offsite programmatic, connected television, social, and search are linked to the resolved Merkury ID within your environment, and outcomes, including online and in-store transactions, are linked to the same identifier, closing the loop without exposing customer data to any media platform.

Because the Merkury ID persists across devices, sessions, and residential moves, an attribution path is not truncated when a consumer switches devices or clears cookies mid-journey. Paths that begin anonymously are preserved as well, since the identifier is assigned during the first anonymous visit rather than retroactively at authentication, meaning the pre-authentication portion of the path is available to the attribution model rather than lost.

Client-Controlled Attribution Logic

The attribution model type, lookback window, credit assignment rule, and eligible touchpoint definitions are configured by Best Buy, not by us. All logic is auditable, and every attributed conversion carries the resolution basis and confidence tier of the underlying match, allowing Best Buy to distinguish outcomes attributed via deterministic resolution from those attributed via probabilistic resolution and to weight or exclude them accordingly.

Path Completeness Reporting

Full path fidelity is available only where exposure data can be returned at the event level. Any path that includes a touchpoint from a fully closed environment is incomplete, and any path that includes a touchpoint measurable only in aggregate carries a segment that cannot be resolved to the individual. Rather than presenting a single attribution output as complete, we recommend reporting the share of measured media spend that's fully path-resolvable alongside the attribution results, so that Best Buy and its advertisers understand the model's coverage rather than only its output.

Calibration Against Incrementality

Multi-touch attribution describes how credit is distributed among exposures that preceded a conversion. It does not establish that the media caused the conversion, and attribution models that are never validated against a control tend over time to credit media that reached consumers who would have converted regardless.

We therefore recommend that multi-touch attribution outputs be calibrated regularly against randomized customer-level holdouts. Because holdouts are constructed from the same identity layer that produces the attribution, the control group is defined on the same basis as the exposed group rather than approximated, and exposure suppression can be applied symmetrically across both arms so that consumer opt-out and deletion requests do not introduce differential attrition between the test and control arms. Attrition should be reported alongside the lift estimate rather than absorbed into it.

We would also note that geographic and time-based experimentation remains fully available for the portion of media where person-level attribution is not achievable, since the unit of randomization in those designs is a geography rather than an individual. This means the channels where attribution is most constrained are precisely the ones where causal measurement remains unaffected, and we recommend that Best Buy's measurement architecture leverage each method where it is strongest rather than extending attribution into environments it cannot properly cover.

SECTION 2: IDENTITY GRAPH DATA & QUALITY

Please provide detailed information regarding the data inputs, graph construction methodology, coverage, proof of quality, and validation approach supporting your identity graph.

Identifier Coverage

Please complete the following table and include any assumptions or limitations by identifier type.

Identifier	Supported	Coverage % US HHs & Adults	Scale / Counts	Refresh Frequency	Notes
Household Identifier	Y	99%+ of US Adult Pop (18+)	126M	Monthly	Family living unit identifier; groups together individuals who may be living together (e.g., married but with different last names)
Individual Identifier	Y	99%+ of US Adult Pop (18+)	268.8M	Monthly	
Name	Y	100% of full reference base (268M)	268.8M	Monthly	30+ years of history help us collapse or separate people due to name changes
Postal Address	Y	100% of full reference base (268M)	118.3M	Monthly	30+ years of history
Email	Y	83% of the full reference base (268M) has at least one email linked to a person	1.03B	Monthly	Multiple emails are linked to an individual or family living unit. Multiple individuals sharing an email
Phone	Y	88% of the full reference base (268M) has at least one phone number linked to a person	368.2M	Monthly	Multiple phone numbers can be linked to an individual or a family living unit. Multiple individuals sharing a phone number
MAID	Y	55% of the full reference base (268M) has at least one device linked to a person	1.74B	Monthly	Linked to an individual (AAID and IDFA)
CTV ID	Y	56% of households have at least one CTV ID linked	799M	Monthly	Links to HH
Cookie ID	Y	Not applicable	2+ billion	Real-Time	Merkle 3P Cookie for Digital IDR only
IPv4	Y	68% of the full reference base (268M) has at least one IP Address linked to a person	169M	2x per month	Linked at the Individual Level
IPv6	Y			Real-Time	Digital IDR only

Describe the deterministic methodologies used to construct and maintain your identity graph.

Supplier Response:

Over 30 years, we have constructed and maintained our 268 million-person reference base through rigorous deterministic matching applied to stable terrestrial PII signals, combined with continuous data quality and refresh processes. Our approach prioritizes accuracy and durability by anchoring identity to persistent offline signals rather than ephemeral digital identifiers.

Deterministic Matching Process

Our deterministic service ingests terrestrial PII signals, including name, address, email, phone number, IP address, and device IDs, then matches them against our reference base using exact-match logic. Before matching, all incoming data undergoes standardized cleansing protocols, including USPS address validation, National Change of Address (NCOA) processing, email hygiene, and proprietary address correction services. These data quality steps ensure maximum match accuracy and prevent duplicate person records.

Reference Base Construction and Data Sources

Our reference base is constructed from 40+ data partners and marketplace sources across 50+ demographic, transactional, financial, interest, and lifestyle categories. We partner with the largest global financial cooperative, providing access to 95% of US credit card and 40% of US debit card transactions. Additional sources include industry-leading location data providers, pre-mover and life-event intelligence, and business firmographic data.

Ongoing Maintenance and Refresh Cycles

Our reference base is maintained at the velocity of change for each signal type. Terrestrial signals (name and address) refresh monthly with move tracking and life changes. Digital signals (device IDs, IP addresses, and cross-device relationships) refresh weekly. When clients deploy our tag, the first-party data component of the graph updates in real time, ensuring the immediate incorporation of authenticated interactions and new consumer signals. This tiered refresh approach ensures your identity graph reflects the current consumer reality without introducing stale or duplicate records.

Describe any AI/ML (Probabilistic) methodologies used and when they are applied.

Supplier Response:

We do not use an AI/ML to build our reference base (268M) or data attributes (11k+) tied to the identity.

For our identity resolution, we apply probabilistic methods and machine learning when exact deterministic matches aren't available, particularly for digital identity resolution with incomplete or partial data. All probabilistic approaches remain subordinate to deterministic matching in our signal hierarchy.

Probabilistic Matching in the 30+ Step Identity Waterfall

Our real-time digital waterfall prioritizes signals based on their proximity to a real person, cascading from deterministic methods to probabilistic techniques. Deterministic matches on first-party authenticated signals receive the highest priority and confidence scores. When exact matches fail, we apply fuzzy logic and probabilistic methods, using IP addresses, user agents, behavioral patterns, and co-occurrence signals to predict identity. This tiered approach ensures accuracy is never compromised for reach.

When Probabilistic Methods Are Applied

Probabilistic matching is activated when PII is partial or incomplete (e.g., name and city without a full address), when matching digital signals without authenticated identifiers, and when resolving ambiguous household- or address-level relationships.

ML Algorithms for Audience Expansion

For lookalike modeling, we use gradient-boosted decision trees (GBDTs) to identify distinguishing characteristics of your seed audience and apply those patterns to our 268-million-person reference base. For audience segmentation, we use Latent Dirichlet Allocation (LDA) to create interpretable audience clusters. All probabilistic models are validated against a "truth set" from 300+ retail sites before deployment.

Confidence and Control

Every matched identity from our digital identity service receives a confidence score from 1 (highly confident) to 8 (more reach), enabling you to set thresholds for precision or reach based on your use case.

Do you provide any confidence scoring on IDs assigned to HHs or Individuals? If yes, how are they assigned, calibrated, and exposed to clients? Explain your methodology.

Supplier Response:

Confidence scores are assigned to all digital identity matches to provide transparency into match quality and enable calibration for use cases. Terrestrial identity resolution uses deterministic matching and does not output confidence scores. Unmatched terrestrial records receive formulated keys, preserving optionality for future resolution.

Assignment Methodology

Digital identity confidence scores range from 1 (highly confident) to 8 (more reach), based on signal quality and position within our 30+-step identity waterfall. Deterministic matches on high-quality PII receive scores 1-3. Moderate-quality signal combinations receive scores 4-5. Probabilistic matches on partial or digital-only signals receive scores 6-8. Household and address-level IDs receive separate confidence scores, applied to the shared PII and co-occurrence signals that establish the relationship.

Calibration and Exposure

Confidence scores are returned as metadata on every resolved digital ID through batch processing, real-time APIs, Explorer UI, and Snowflake outputs. You can calibrate by use case:

Best (1-3): Highly personalized experiences, real-time targeting, high-value activation.

Better (4-5): Personalized offers, recommendations, standard activation.

Good (6-8): Broad message-level targeting, lookalike expansion, reach-oriented use cases.

Set thresholds in your data environment or activation platforms to exclude low-confidence matches, accept only high-confidence household relationships, or apply confidence-based scoring to audience prioritization.

What are the primary sources of your data, and how are those sources governed?

Supplier Response:

Primary Sources of Data and Data Governance

Our identity graph combines offline, second-party, and third-party sources, governed through strict data separation, compliance controls, and privacy-first principles.

Offline Knowledge Base

Our foundation is a comprehensive US consumer knowledge base built from over 100 licensed and trusted consumer data sources. No client data is ever added to this knowledge base. We aggregate and resolve identities across contributor sources to create in-depth profiles that track residential moves and life changes over time.

Second-Party Digital Graph

We maintain a second-party network built from direct observations of digital identity signals across 300+ consumer retail sites using the Merkle Tag. This proprietary dataset serves as a

"truth set" we validate and augment against third-party digital data, ensuring high-quality digital-to-person linkages.

Third-Party Data

We source identity data from over 15 providers, establishing linkages to 800+ million email addresses, 700+ million device IDs, 1 billion cookies (net 30 days), and 150+ million IP addresses. We prioritize quality over quantity, including only IDs that can be reasonably connected to known individuals at the terrestrial PII level.

Data Governance Principles

We maintain strict governance through data separation and privacy controls. Each client data owner has a dedicated environment with logical and physical data separation. Processing occurs in place without replication, with regional enforcement ensuring that EU data stays in the EU and US data remains in the US. We enforce row and column-level access controls, encryption in transit and at rest, and comprehensive audit trails for all data activities. We avoid collecting sensitive categories such as health information, precise financial details, or protected-class data, thereby maintaining compliance with the GDPR, CCPA, and CPRA.

How do you validate accuracy and manage quality controls?

Supplier Response:

We validate accuracy through truth-set testing, continuous performance monitoring, and comprehensive quality metrics across all identity-resolution processes.

Truth Set Validation

Our probabilistic models are validated against a "truth set" derived from 300+ consumer retail sites, where we observe actual digital identity signals and their matching outcomes. This provides real-world validation of our matching algorithms before deployment. We also validate all matched identities against your known customer records to verify accuracy and identify performance variations by data source.

Quality Metrics and Monitoring

We track and report comprehensive quality metrics, including coverage rates, accuracy measures, attribute completeness, and match rates, by data source. Real-time match rate monitoring shows the effectiveness of identity resolution across different data inputs. Cross-session identity persistence verification ensures consistent person-level recognition across all customer touchpoints. Household-level validation ensures proper demographic and geographic linkage.

Data Quality Enhancement

All incoming data undergoes standardized cleansing before matching, including USPS address validation, move tracking (NCOA), email hygiene, and proprietary address and name correction. We append validated contact fields through multi-source verification and quality scoring.

Performance and Audit Controls

Real-time system performance monitoring tracks response times (sub-200ms SLA validation), data processing health, integration connectivity, and error rates with detailed logging. We provide custom audit reporting, including match performance trends, identity resolution accuracy metrics relative to baseline standards, cross-platform consistency validation, and complete audit trails of all identity resolution decisions and confidence score assignments.

Quality Philosophy

We prioritize quality over quantity. We only include IDs in our reference base that can be reasonably connected to a known individual at the terrestrial PII level, sacrificing some potential reach to maintain higher-quality person-to-digital linkages.

What is your total coverage across US households, adults, identifiable consumers, and matchable records?

Supplier Response:

Our reference base provides comprehensive coverage across the full US addressable population for both household and individual-level matching.

Individual and Household Coverage

We maintain 268 million consumer records covering the complete US population 18 and older. This includes coverage of both individual and household-level identities, enabling matching and enrichment at either granularity based on your use case.

Financial Data Coverage

Through partnership with the largest global financial cooperative, we have access to 95% of US credit card transactions and 40% of US debit card transactions, providing extensive transactional and behavioral signals for match validation and enrichment.

Match Rates by Data Quality

Coverage and match rates vary by data completeness. Batch identity resolution processing achieves match rates up to 95% when complete terrestrial PII signals are provided (name, first and last; address with street, city, state, ZIP; and email). Our digital tag achieves 60%+ person-identification rates for anonymous website visitors in real time. These rates reflect our philosophy of prioritizing quality over quantity, including only identities that can be reasonably connected at the terrestrial PII level.

Enrichment Coverage

All 268 million records are enriched with 11,000+ consumer attributes across 50+ demographic, behavioral, transactional, financial, health, real estate, and propensity categories sourced from 40+ data partners.

No Resolution Caps

We do not enforce caps on identity resolution volume, enabling unlimited scaling of your identity matching regardless of record volume.

What proof of accuracy can you provide, including third-party validation, customer case studies, or benchmarking?

Supplier Response:

While we do not currently publish a third-party certification for the underlying identity graph, we can discuss our validation methodology, confidence-scoring framework, benchmarking approach, and relevant client outcomes under appropriate confidentiality terms.

Customer evaluations have demonstrated measurable improvements in data coverage, accuracy, and predictive performance when compared with incumbent data solutions. Specific results and case studies can be provided separately, where approved and applicable.

Provide examples of successful retail media, large retailers, or commerce media deployments.

Supplier Response:

Our retail and commerce deployments span specialty retailers, department stores, national grocers, and luxury brands with proven results at scale:

A leading media and entertainment company powers \$250M+ in marketing and \$500M+ in media business using our identity and data platform as their foundational ID and data spine. Our

solution enables linear TV planning, DSP connectivity, and flexible integrations with The Trade Desk, TransUnion, LiveRamp, and Neustar to drive significant advertising and media revenue.

A large retailer with 75%+ anonymous site traffic achieved a 6x lift in real-time identification rates (70% identification among anonymous visitors) and delivered \$36 million in incremental revenue through on-site personalization and triggered email.

A lifestyle brand resolved cart abandonment through improved visitor identification, delivering a 250% lift in site visitor identification, 188% increase in triggered emails, and 32% more revenue from resulting purchases.

Additional deployments include a regional grocery chain operating 250+ properties with unified offline and online identity resolution to maximize addressable reach and audience monetization.

Detailed case studies and deployment specifics are available in the accompanying deck.

SECTION 3: MATCH PERFORMANCE

Provide historical, expected, and best-case match performance. Where possible, provide results from comparable retail media, commerce media, retail, or large-scale consumer data environments.

First Party Match Rates

Match Type	Minimum	Typical	Best Case	Methodology / Notes
CRM Data				Dependent on signals available. See average match rates in the below responses
Customer Files				Dependent on signals available. See average match rates in the below responses
Household Records				Dependent on signals available. See average match rates in the below responses
Individual Consumer Records				Dependent on signals available. See average match rates in the below responses

Digital Identifier Match Rates

Identifier Type	Expected Match Rate	Confidence Level	Notes
MAIDs			See below
Cookies			Used as an input signal for the Merkle Tag's real time ID resolution. 30+ step waterfall with other signals to link to a person
CTV IDs			See below
IP Addresses			Two options: Translate app to rekey IP address to a person ID (40% - 50%+ person rate). Option 2: Used as

			an input signal for the Merkle Tag's real time ID resolution. 30+ step waterfall with other signals to link to a person with confidence scores ranging from 1-8
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Describe expected device, household, consumer, and cross-device expansion rates.

Supplier Response:

Our expansion operates through a unified person-based identity model in which both offline and digital resolutions resolve to the same person identifier. This eliminates the need for separate device-linking logic and enables automatic expansion across devices, household members, and consumer enrichment. Our digital identity achieves 60%+ match rates to a person identifier, while batch processing reaches up to 95% with complete PII signals.

Architecture and Capability

Merkle IDs anchor to stable terrestrial PII (name and address) rather than ephemeral digital signals. Our 268-million-person reference base (98% US 18+ coverage) enables simultaneous resolution across multiple expansion dimensions:

Offline Identity (Batch)

Estimated match rates vary based on available input signals:

- Name, address, and email combined: 90%+
- Name and address individually: 80%+
- Email only: 70%-80%
- Phone number only: 65%-75%
- IP address only: 40%-50%
- Maximum batch processing with complete PII (name, address, email, phone, etc.): Up to 95%

Regardless of input quality, matched individuals automatically link to household members and address-level clustering. Each matched person unlocks associated demographic, behavioral, and lifestyle attributes from our proprietary data assets.

Digital Identity (Real-Time Tag)

- 60%+ anonymous visitor identification to person ID via 30+ step waterfall (sub-200ms)
- Confidence scores (1-8) provide transparency on match quality
- Cross-device persistence: Same individual across smartphone, tablet, desktop automatically resolves to single Merkle ID

Cross-Device and Household Expansion

Because tag-based and batch processing converge on the same person identifier, cross-device expansion is built in. A person recognized digitally is linked to their household profile and enriched with attributes without additional reconciliation. Expected expansion patterns:

- Multi-device households: 2-4 devices per household member, typically identified and linked through person ID
- Household members: Address-level matching identifies additional household occupants from the reference base
- Attribute enrichment: Each matched person expands to 2K+ available demographic and behavioral attributes

Persistence Over Time

Unlike cookie-dependent solutions, person-based IDs persist across third-party cookie deprecation, device resets, app uninstalls, and residential moves. This durability compounds the expansion value. Your identity graph maintains continuity over years, not days.

Describe match and data interoperability performance with LiveRamp, DV360, The Trade Desk (UID2.0), Roku, Yahoo, Magnite, and ID5. Any social media platforms?

Supplier Response:

We maintain direct integrations with over 100 activation and onboarding destinations across the advertising ecosystem. For walled gardens and DSPs, we feed enriched identity signals into their native matching APIs to improve audience match rates. However, as with all identity providers, final match rates are controlled by each publisher's proprietary systems, not by us.

PLEASE SEE ATTACHED LIST WITH ESTIMATED PERSON-BASED MATCH RATES TO EACH PUB

How do you measure false positives and false negatives in match performance?

Supplier Response:

We prioritize confidence in person-level accuracy over scale. Our matching methodology deliberately filters out potentially incorrect linkages. Rather than relying solely on our validation, we recommend a 30- to 60-day POC in which you receive complete match data for independent analysis, along with case study examples showing false-positive and false-negative rates from comparable enterprise implementations.

False Positive Prevention

When building the Merkury reference graph, we examine signals with high-cardinality relationships (one signal mapping to too many people) and noisy many-to-many relationships. We deliberately sift through this data and discard linkages that cannot be realistically trusted. This conservative approach prevents incorrect person-to-person matches from entering your reference base.

Offline Batch Matching

Our tiered deterministic approach prevents false positives:

- Exact signal matching (name, address, email, phone) with USPS validation and email normalization
- Fuzzy logic is applied only when exact matches are unavailable, validated against truth sets
- High-cardinality and noisy signals are weighted down or excluded
- Unmatched records receive formulated keys for future resolution

Our 268-million-person reference base updates monthly on terrestrial signals and weekly on digital signal relationships.

Digital Identity Confidence Scoring

Every real-time Merkury Tag match receives a confidence score (1-8):

- Scores 1-3: Highly confident
- Scores 4-5: Reasonably confident
- Scores 6-8: Broader reach

You set activation thresholds by score tier to optimize precision versus scale.

POC and Independent Validation

During your proof-of-capability, you receive complete offline and digital match results for independent analysis. This includes matched and unmatched records and confidence score distribution. We provide case study examples from comparable enterprises that show empirical false-positive and false-negative rates by confidence tier, enabling you to forecast realistic performance before full implementation.

What pilot or proof-of-capability process would you recommend for Best Buy?**Supplier Response:**

Yes, we strongly support and encourage pilot programs. We recommend a 30- to 60-day proof-of-capability engagement that validates identity resolution performance against your actual data, quantifies expansion across devices and households, and identifies the highest-impact enrichment variables for your business before full implementation.

Approach and Credibility

Our proven pilot methodology has been refined through hundreds of enterprise implementations. Rather than relying on industry benchmarks or hypothetical match rates, we empirically test our approach on your customer data to eliminate implementation risk and ensure you achieve your target performance from day one. This upfront validation accelerates your confidence in the platform and informs your activation strategy.

Proof-of-Capability Structure**Digital Identity Testing**

We deploy the Mercury Tag on your digital properties to capture and identify anonymous site visitors in real time. You will observe 60%+ identification rates of unknown visitors with transparent confidence scores (1-8). This phase demonstrates cross-device linkage and the durability of person-based identity persistence across sessions.

Offline Data Matching

We process a representative sample of your first-party customer file against our 268-million-person reference base. Results show match-rate performance across input signal quality levels, enabling you to forecast what your entire customer base will achieve. With complete PII (name, address, email), expect 90%+ match rates.

Data Enrichment and Expansion Analysis

We run our proprietary Predictive Power analysis on your matched customers to identify which attributes from our 5K+ DataSource variables are most predictive and highest-impact for your business. This analysis surfaces the data that drives ROI, informs your audience segmentation strategy, and guides activation planning. You also see firsthand how matched individuals expand to household members and devices.

Deliverables

- Match rate and coverage reports specific to your data quality
- Confidence score distribution and cross-device linking validation
- Customer profile expansion analysis (household, device, demographic)
- Predictive Power recommendations on highest-value enrichment attributes
- Complete visibility into match logic and identity persistence across touchpoints

SECTION 4: CONNECTIVITY & INTEROPERABILITY

Please describe how your identity capabilities connect to the broader advertising, data collaboration, and measurement ecosystem.

Which DSP, SSP, CDP, clean room, and cloud warehouse integrations are currently supported?

Supplier Response:

We are built natively on Snowflake with full interoperability across your entire Martech and Adtech stack. Our architecture is composable and non-proprietary, enabling seamless integration with every major DSP, CDP, ESP, cloud warehouse, and personalization tool without vendor lock-in. Using Apache Iceberg, brands operating on AWS, Azure, or GCP can connect directly to our Snowflake environment without moving or exposing raw PII. We support 100+ activation destinations through direct integrations, pre-built connectors, and strategic partnerships with leading onboarders. Our design principle is interoperability, not exclusivity.

Snowflake Native Architecture

Our entire data and identity platform is built natively on Snowflake, enabling:

- Zero-copy identity processing with no PII movement outside your environment
- Direct activation via Snowflake Native Apps (Match, Translate, Boost, Orchestrate)
- Seamless integration with Snowflake Data Clean Rooms
- Bi-directional data flow for real-time activation and batch processing

Cross-Cloud Interoperability via Apache Iceberg

Brands on AWS, Azure, or GCP can access our Snowflake environment without data movement or exposure of PII, thanks to Apache Iceberg support. Snowflake's native data sharing and external table capabilities enable secure cross-cloud and cross-region collaboration, allowing your teams to query and activate data from multiple cloud environments while maintaining governance and privacy compliance.

DSPs, SSPs, TV, and Walled Gardens (See attached connections sheet)

CDPs

- Adobe Experience Platform
- Salesforce Data Cloud
- Treasure Data
- Lytics
- Tealium
- ActionIQ
- Braze

Cloud Warehouses

- Snowflake (primary, native integration)
- GCP
- AWS
- Azure
- Databricks

Martech Integrations

Marketing clouds and ESPs: (Ex, Salesforce Marketing Cloud, Braze)

Personalization tools: Adobe Target, Optimizely, Dynamic Yield, etc.

Email service providers: Full suite of enterprise ESPs

Clean Rooms

- Snowflake Data Clean Rooms
- Our Translate App enables privacy-preserving identity translation across multi-party clean room environments and external partner collaborations

Onboarding Partners

For publisher platforms without native integration, we partner with leading onboarders:

- LiveRamp
- Experian
- TransUnion

Delivery Architecture

Real-time via JavaScript and APIs, batch file processing (SFTP, AWS S3, Snowflake Share), server-side integration, Apache Iceberg cross-cloud connectivity, and Snowflake Native Apps. All integrations maintain pseudo-anonymized structures while protecting complete PII.

Log-Level Data Integrations: Measurement Partners

We maintain active and planned log-level integrations across measurement partners, enabling closed-loop measurement within Merkle-hosted Snowflake Data Clean Room environments.

Active Integrations

- Direct log file integration into Merkle Snowflake Clean Room (MCR) at person-level with TTD, OpenX, Pandora, Yahoo, and Viant

In Development

- Beeswax and Pubmatic: Direct log file integration into MCR at person-level

In Queue

- Roku and Magnite: Direct log file integration into MCR at the person-level

Planned

- Pinterest and Disney: Integration through partner Snowflake Clean Rooms with aggregated-only data delivery
- Clinch and VideoAmp: Direct log file integration into MCR at the person-level

Describe your support for RampID, UID2, ID5, and other identity frameworks.**Supplier Response:**

We support universal ID frameworks, including UID2 and RampID, to ensure you are never locked into a proprietary ID ecosystem. We maintain direct identity graph synchronization partnerships with LiveRamp and support interoperability across all major identity frameworks. Our Translate App enables seamless identity translation across clean rooms and external identity graphs. We function as an infrastructure layer that enriches match rates for any identity framework you choose to activate through.

RampID and LiveRamp Integration

We have direct partnerships with LiveRamp for identity onboarding and audience activation. RampID is supported through our Snowflake Native Apps and direct relationships with onboarders for publishers where Merkle does not maintain direct integrations. This ensures your audiences can activate on any platform that requires RampID, without data fragmentation.

UID2 Support

UID2 is fully supported through both our Snowflake Native Apps (BOOST) and Mercurry Explorer UI. You can activate audiences using UID2 credentials without requiring proprietary Merkle IDs, enabling seamless collaboration with UID2-enabled publishers and platforms.

ID5 and Other Frameworks

We support additional universal identity frameworks through our onboarding partner network, including Experian and TransUnion. This ensures interoperability with emerging identity standards and prevents lock-in to any single framework.

Architecture and Philosophy

Rather than requiring the adoption of a proprietary Mercurry ID, we feed enriched identity signals to each publisher's matching infrastructure. We resolve identities to person-level IDs within your environment, then translate those IDs into whatever framework each activation destination requires. This approach provides three advantages: you maintain complete optionality across

publishers and DSPs; our signal enrichment boosts match rates across all activation endpoints regardless of the ID framework; and you own your identity graph while leveraging our 268-million-person reference base for signal enrichment.

Identity Portability

Your resolved person-level identities are portable across any ID ecosystem, clean room environment, or activation platform—no data migration or re-platforming required when changing identity frameworks or activation strategies.

Describe available delivery models, including file drop/transfer, API, native applications, and direct platform integrations.

Supplier Response:

We offer four primary delivery models designed for enterprise flexibility: real-time API and tag deployment (JavaScript and/or server-side) for immediate activation and personalization, batch file transfer (SFTP, AWS S3, Snowflake Share) for scheduled data movement, Snowflake Native Apps (Match, Translate, Boost, Orchestrate) for zero-copy processing within your environment, and direct platform integrations (DSPs, CDPs, marketing clouds) with pre-built connectors. Brands on AWS, Azure, or GCP can also access our Snowflake environment via Apache Iceberg without data movement or PII exposure. Each model maintains complete protection of PII and pseudo-anonymized identity structures.

Real-Time API and Tag Deployment

Our Merkury Tag and External Events API enable real-time identity resolution in under 200ms:

Merkury Tag (JavaScript-Based):

- Plug-and-play deployment via tag management systems (GTM, Adobe Launch, etc.)
- JavaScript snippet with no external dependencies or complex libraries
- Client-side capture of behavioral and transactional events
- Immediate identity resolution with confidence scores returned to your application
- Optional server-side variant (External Events API) for server-to-server integration

External Events API (Server-Side):

- POST endpoints for server-to-server event streaming with JSON-formatted data
- Identity results returned directly to calling applications with confidence scores
- Client-controlled attribute naming with flexible mapping to internal formats
- Micro-batch processing for near-real-time data updates to designated endpoints

Hybrid Approach: Combined JavaScript tag and server-side API for comprehensive event capture across all touchpoints.

Batch File Delivery

Multiple secure transfer methods for scheduled data movement:

- SFTP: Secure enterprise file transfer for standard batch processing
- AWS S3: Cloud-native data delivery with integrations to your data lake
- Snowflake Share: Native Snowflake data collaboration without external transfers
- Daily batch files with configurable refresh frequencies based on data ingestion patterns

Snowflake Native Apps (Zero-Copy Architecture)

Full Snowflake-native application suite deployed within your environment with no PII movement:

- Match App: Offline customer data matching against the Merkle reference base
- Translate App: Privacy-preserving identity translation for multi-party clean room collaboration
- Boost App: Direct audience syndication from Snowflake to DSPs and walled gardens
- Orchestrate App: Workflow automation for recurring identity and activation processes

All apps process data natively within your Snowflake instance, maintaining complete data sovereignty and compliance governance.

Cross-Cloud Interoperability via Apache Iceberg

Brands on AWS, Azure, or GCP can access our Snowflake environment and query identity data directly using Apache Iceberg without data duplication or PII exposure:

- Secure cross-cloud and cross-region data access without copy or movement
- Native Iceberg tables enable heterogeneous environment collaboration
- Direct querying from your cloud data warehouse
- Maintains governance and privacy controls across cloud boundaries

Direct Platform Integrations

Pre-built connectors for 100+ destinations enabling one-way and bi-directional data flow:

- DSPs and walled gardens: Google DV360, Meta, Amazon DSP, The Trade Desk
- CDPs: Adobe Experience Platform, Salesforce Data Cloud, Treasure Data, Lytics, Tealium
- Marketing clouds and ESPs: Salesforce Marketing Cloud, Braze, etc.
- Personalization tools: Adobe Target, Optimizely, etc...
- Onboarding partners: LiveRamp, Experian, TransUnion for extended ecosystem reach

Log-Level Data Integrations: Measurement Partners

We maintain active and planned log-level integrations across measurement partners, enabling closed-loop measurement within Snowflake Data Clean Room environments.

Active Integrations

- Direct log file integration into Merkle Snowflake Clean Room (MCR) at person-level with TTD, OpenX, Pandora, Yahoo, and Viant

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Planned

- Pinterest and Disney: Integration through partner Snowflake Clean Rooms with aggregated-only data delivery
- Clinch and VideoAmp: Direct log file integration into MCR at the person-level

Describe the onboarding process, resolution process, refresh process, and real-time capabilities.

Supplier Response:

Every client has requirements that depend on the specific contracted data, processing systems, delivery cadence, and other factors. The Merkle team works closely with Best Buy to design and develop a bespoke solution that matches how you work and need the data.

For a large media and entertainment company, the Merkle team enabled 200MM person IDs and thousands of linked first-party and third-party data attributes as a foundation for enterprise marketing, ad inventory, and data monetization in just four months.

The solution is configurable according to the client's needs for refresh cycles. We provide near-real-time on Merkur Tag (sub-200ms), with Batch processing from Intra-day to monthly (configurable). Data retention is planned around business use cases. For use cases involving audience activation: Hours to publisher (near-instant syndication via Boost App)

What support model is provided for integration planning, implementation, testing, and ongoing operations?

Supplier Response:

We provide comprehensive enterprise support across all phases with dedicated project teams, structured testing, and tiered ongoing support. Service levels and SLAs are customizable based on your operational needs and scope.

Integration Planning and Implementation

A dedicated cross-functional team manages architectural design, data flow definition, platform integration, and tag deployment. Support includes discovery, planning, configuration, and setup of connections to your Snowflake environment and activation platforms.

Testing and Validation

Structured testing (unit, system, UAT) validates technical workflows and forecasts production performance before go-live.

Training and Knowledge Transfer

Comprehensive platform (e.g., Explorer UI, native apps, etc.) training integrated into implementation timeline. Role-specific training for marketing operations, analytics, and technical teams. The train-the-trainer approach enables internal knowledge transfer.

Ongoing Operations Support

Dedicated Account Team Assigned as your single point of contact with a Delivery Lead managing day-to-day operations and issue escalation. Continuous monitoring and support of all established processes, proactive error handling and activation troubleshooting, automated alerts for data quality issues, and feed failures. Flexible SLA(service level agreements- established at time of contracts)—strategic engagement with the client stakeholders for proactive performance checks, recommendations plus enhancements.

Professional Services

Access to broader Merkle capabilities for specialized services and strategic consulting beyond core platform support.

SECTION 5: KNOWN CUSTOMER COVERAGE

Best Buy is seeking to understand how suppliers can help improve recognition, enrichment, and activation of existing known consumers.

How do you support first-party identity matching using CRM, customer, and transaction-related inputs?

Supplier Response:

We support comprehensive first-party identity matching through deterministic matching of CRM, customer, and transaction data against our 268-million-person reference base. Processing occurs on demand or on your schedule, with your choice of in-environment processing (zero data movement) or secure batch processing with immediate deletion.

Matching Process

- USPS address standardization and validation
- Email enhancement and phone number validation
- Deterministic matching on name, address, email, phone
- NCOA processing for address change detection
- De-duplication and household clustering
- Individual, household, and address-level identification

Data Inputs Supported

- CRM data: Customer attributes, transaction history, life cycle stage, custom metrics
- Transaction data: Purchase patterns, behavioral signals
- Hashed PII: Email, phone, addresses without exposing raw data

Output and Enrichment

Resolved identities include:

- Merkle IDs at individual, household, and address levels
- Match confidence scores and reasoning
- Optional enrichment from 11,000+ demographic and behavioral attributes

Processing Options

On-demand, batch schedules (intra-daily to quarterly), or real-time streaming based on your data cadence.

Data Control

If using your Snowflake or cloud environment, zero-copy processing keeps all data in place. Alternative: secure processing in a SOC2-compliant environment with immediate deletion. Customer data is never added to the Merkle reference base.

How do you support PII resolution and data hygiene?

Supplier Response:

See response above.

How do you support household association and individual association?

Supplier Response:

See response above.

How do you improve contactability, enrichment, and activation readiness?**Supplier Response:**

We expand your addressable customer base through identity resolution and household expansion, enrich identities with 11,000+ consumer attributes and your CRM data, and optimize activation match rates to maximize reach. Resolved identities integrate seamlessly across your entire Martech stack to support all use cases. Together, these improve campaign performance and conversion rates.

Contactability Expansion

Identity resolution identifies anonymous website visitors at 60%+ rates through our Merkle Tag (detailed above and below) and expands to household members and devices. Offline batch matching resolves CRM records at 85-95% rates with complete PII signals. Combined offline and digital approaches extend reach to previously unidentifiable customers and prospects.

Data Enrichment

Resolved Merkle IDs are enriched through:

- Custom CRM and behavioral attributes: Customer lifecycle stage, transaction history, engagement metrics
- Proprietary consumer data: 11,000+ demographic, lifestyle, and behavioral variables from our DataSource library
- Flexible integration: Real-time API, batch processing, or direct data platform connections

Activation Readiness and Martech Interoperability

Two options for audience building and activation:

- Explorer UI: Self-service audience building with access to 11,000+ attributes, point-and-click interface, direct publishers, and walled garden integration
- Native Apps (BOOST): Headless activation from your data environment with match rate optimization through billions of additional identity signals

Enriched identities feed seamlessly into your entire Martech ecosystem, including CDPs, ESPs, personalization tools, advertising platforms, and analytics systems, enabling consistent customer recognition and personalization across all channels and use cases.

Provide measurable outcomes and case studies from similar clients.**Supplier Response:**

See RFP response PDF

SECTION 6: UNAUTHENTICATED / UNKNOWN VISITOR RESOLUTION

This section is a critical evaluation area. Best Buy Ads is seeking to understand each supplier's ability to identify, expand, enrich, activate, and measure anonymous or unauthenticated consumers in a privacy-compliant manner.

How are anonymous visitors recognized across digital environments?

Supplier Response:

We recognize anonymous visitors through a sophisticated 30+ step identity waterfall that executes in under 200ms. The process applies deterministic and probabilistic algorithms to match visitor signals against our 268-million-person reference base. Each match receives a confidence score (1-8) reflecting match quality. We achieve 60%+ identification rates across digital properties, compared to the industry standard of 2-3%.

Identity Waterfall Process

The Merkury Tag executes a 30+ step waterfall combining deterministic and probabilistic approaches matched against our 268-million-person identity graph to resolve to person-level Merkle IDs.

Confidence Scoring

Each visitor receives a score of 1-8:

- Scores 1-3: Highest confidence
- Scores 4-5: Reasonable confidence
- Scores 6-8: Broader reach

You control activation thresholds by confidence tier to optimize for precision versus scale.

Cross-Domain and Cross-Device Linking

We maintain a private first-party graph for each domain. Cross-domain and cross-device visitors are automatically linked as the same person when they access your properties from different devices, all of which resolve to the same Merkle ID.

Result Output

Resolved identity includes Merkle ID at person, household, and address levels, confidence score, CRM ID correlation, and delivery to your browser data layer or Martech platforms in real-time.

What deterministic and probabilistic signals are used to recognize unknown visitors?

Supplier Response:

Deterministic Signals (Highest Priority)

- Authenticated login events
- Form submissions with email or phone
- Email capture from lightbox or registration
- First-party cookies with known identity
- Client Visitor ID (CRM ID) correlation

Digital Signals

- IP address
- User agent
- Browser fingerprint and browser data
- Device IDs
- First-party cookies
- Third-party cookies

- Page referrer and click-through source
- Page URL and page attributes

Behavioral Signals

- User interaction patterns
- Behavioral event tracking
- Session continuity signals
- Email click-through attribution
- Custom event parameters configured via tag management system

All signals are matched against our 268-million-person reference base and prioritized by proximity to a verified person. The 30+ step waterfall applies both deterministic and probabilistic matching to resolve anonymous visitors to person-level Merkle IDs with confidence scores (1-8).

Can your solution identify first-time visitors? In real-time? If so, describe the process and limitations.

Supplier Response:

Yes, we can identify first-time visitors in real time in under 200ms using our 30+-step identity waterfall. Importantly, a visitor appearing to be "first-time" (new device, cleared cookies, different browser) may actually be an existing customer. Our approach recognizes returning customers even when they appear new, leveraging first-party data and our 268-million-person reference base. True new prospects achieve lower match rates than returning customers, particularly when no prior PII signals are available.

Distinguishing First-Time from Returning Customers

A visitor may appear new due to:

- New device (smartphone, tablet, desktop)
- Cleared browser cookies
- Incognito or private browsing mode
- Different browser or network
- Time since last visit

Our probabilistic and deterministic algorithms recognize many of these returning customers by matching IP address, device identifiers, user agent, and behavioral patterns against our reference base. When you provide CRM data linked to customer email, phone, or address, we can identify them deterministically even without cookies.

Match Rate Expectations

Our digital identity is industry-leading and achieves 60%+ identification of a person (customer or prospect). True first-time prospects with no prior history and no CRM data linkage are available on the first page and can be used for personalization and downstream retargeting, and analytics.

CRM Data Advantage

When you link CRM data to first-party visitor signals, we can identify returning customers or prospects (no match in CRM) who appear as first-time visitors, regardless of device or cookie status. This enables accurate recognition and personalization even for customers on completely new devices.

Limitations

- True new prospects with no prior history, no authentication, and no CRM data linkage achieve lower match precision
- Match confidence improves as behavioral signals accumulate within a session
- Confidence scores (1-8) reflect match certainty, allowing you to set thresholds

Value Delivery

Distinguishing returning customers from true prospects enables accurate first-party data growth measurement, prevents duplicate onboarding, and enables personalized welcome-back experiences for returning customers appearing as new.

How do you support anonymous-to-known resolution and unknown-to-known conversion measurement?

Supplier Response:

We identify anonymous visitors to person-level identities in real time (under 200ms), enabling you to link and measure their complete journey. By assigning a persistent Merkle ID to anonymous visitors, you can connect all their behaviors across sessions, devices, and channels. When visitors authenticate or convert, you can measure the full path from initial anonymous engagement through eventual action, providing an accurate view of marketing ROI regardless of device or channel.

Anonymous-to-Known Resolution

The Merkury Tag identifies anonymous visitors on first landing and assigns a persistent Merkle ID with a confidence score (1-8). We maintain a private first-party graph storing all their signals (IP address, user agent, behavioral signals) that you can reference and link to downstream events. When visitors authenticate, make a purchase, or provide contact information, you can retroactively link all prior anonymous sessions to their known identities via the shared Merkle ID.

Enabling You to Link and Measure

By providing person-level identity, we enable you to:

- Link anonymous sessions to known customer records within your own systems
- Link early-stage research behaviors to eventual conversions
- Measure the full customer journey from first touch to action
- Connect behavior across devices, channels, and time periods through a single persistent ID
- Attribute business outcomes to individual engagement patterns

Conversion Measurement Infrastructure

Our person-based identity provides the foundation for you to measure conversions by:

- Tracking all behaviors assigned to each Merkle ID (browse, add to cart, form submission, purchase)
- Linking revenue and customer actions to the individual who initiated engagement
- Understanding which marketing touchpoints preceded conversion
- Measuring improvement in customer acquisition and conversion rates

Confidence and Transparency

All matches include confidence scores and decision logs, allowing you to audit match quality and understand which conversions connect to deterministic (high-confidence) versus probabilistic (broader-reach) matches.

How do you link anonymous visitors to devices, households, or individuals?

Supplier Response:

We resolve anonymous visitors to person-level identity (Merkle IDs) rather than tracking devices. This person-based approach automatically captures device and household linkages during the resolution process. When an anonymous visitor accesses your site from different devices, we recognize it's the same person and link all devices to a single Merkle ID. Similarly, multiple individuals sharing an address are resolved to separate person IDs but linked at the household level.

Individual-Level Linking

Anonymous visitors are matched to person-level Merkle IDs using our 30+ step waterfall that applies deterministic and probabilistic matching. Our 268-million-person reference base anchored to stable PII (name, address) enables recognition of the same individual across different sessions, devices, and time periods.

Device-Level Linking

As a visitor accesses your site from a smartphone, tablet, desktop, or other devices, the Mercury Tag recognizes signals unique to each device (IP address, user agent, device ID) but links them all to the same person ID. This occurs automatically without separate device-linking logic. Cross-device visitors are recognized by matching IP addresses, user agents, and behavioral patterns against our reference base.

Household-Level Linking

We maintain address-level clustering in our reference base to identify multiple individuals who share a household. When batch-processing CRM data or matching multiple records at the same address, we resolve individuals to distinct person IDs while linking them at the household level. This enables household-based insights and targeting while preserving person-level precision.

Private First-Party Graph

We maintain a private first-party graph for each of your domains, storing all signals from every visit (IP address, user agent, identity information). This graph enables retroactive linking when visitors authenticate or provide contact information, allowing you to link all prior anonymous sessions to their known identities via a common Merkle ID.

How do you create prospecting, lookalike, behavioral, and consumer interest audiences from unknown traffic?**Supplier Response:**

Once we identify anonymous visitors and resolve them to person-level Merkle IDs, the IDs can be enriched with 11,000+ consumer attributes from our Data library. This enriched data enables you to create sophisticated audiences for prospecting, lookalike expansion, behavioral segmentation, and consumer interest targeting. All audience building occurs through either our Explorer UI or natively within your Snowflake environment.

Prospecting and High-Intent Audiences

Identified unknown visitors are enriched with demographic, behavioral, and propensity attributes that indicate purchase intent and alignment with your ideal customer profile. You can segment visitors by:

- Consumer propensity scores
- Behavioral signals from site interaction (page time, product views, cart abandonment)
- Demographic composition compared to the customer base
- Profile overlap with best customers

Lookalike Modeling

Our Modeler function uses machine-learning algorithms to identify the most distinguishing characteristics of your customer base, then applies those patterns to your 268-million-person universe. You provide a seed audience (customers or high-value prospects), and the Modeler generates lookalike audiences at scale. You can adjust targeting between scale and prediction confidence based on campaign objectives.

Behavioral Audiences

Identified unknown visitors provide behavioral signals from their site journey (product browsing, category interest, engagement depth, purchase signals). You segment by behavioral patterns to create retargeting audiences, abandoned cart campaigns, or next-best-offer targeting.

Consumer Interest and Propensity Audiences

Identified visitors are matched to our data attributes and consumer interest variables (financial services propensity, lifestyle interests, household characteristics). This enables precise targeting of prospects aligned with specific product categories or services.

Audience Management

All audiences are created through the Explorer UI or natively in Snowflake, dynamically refresh as new data arrives, and are ready for immediate activation across 100+ destinations with single-click publishing.

How are consent, opt-out, consumer rights, and data usage restrictions enforced?**Supplier Response:**

We enforce consent through cookie consent frameworks, respect opt-outs at the session level, and manage data subject rights requests through our Central Consumer Choice program, which provides complete deletion and permanent anonymization. We comply with GDPR, CCPA, CPRA, PIPEDA, and hold SOC 2 and ISO 27001 certifications. All enforcement is tracked through complete audit logging and role-based access controls.

Consent and Cookie Management

The Merkury Tag is deployed as an Advertising/Marketing tag within your consent framework. If a visitor opts out of cookies, the tag is not loaded in that session. Consent decisions are respected immediately at the session level. You maintain complete control over when and how the tag deploys based on visitor consent status.

Merkle ensures that all consents are evidenced by contract or obtained expressly. We act as a data processor and expect clients to document consent before providing data to us.

Data Subject Rights and Consumer Elections

We operate Central Consumer Choice to manage data subject access requests, consumer opt-outs, and delete requests from authenticated channels. When a consumer selects "delete" or "opt-out," we log and track the request through our Complyi application, permanently anonymize all PII related to that individual, remove them from our foundational identity graph and audience-building products, and send a confirmation when processing is complete. We support all consumer rights elections regardless of state of residence.

Opt-Out Management

Opt-outs are processed by removing individuals from addressable audiences. Suppression files are shared weekly to ensure timely removal from data products and partner campaigns.

Compliance and Governance

Regulatory compliance with GDPR, CCPA, CPRA, PIPEDA, California Data Broker Registration, SOC 2, and ISO 27001. Our data privacy framework applies privacy-by-design principles and includes comprehensive audit logging, role-based access controls, and a Global Data Protection Officer overseeing enforcement.

Data Retention and Usage Restrictions

Data retention policies are customized based on project scope, data sensitivity, and applicable regulations. Data is retained only as long as necessary to fulfill the stated purpose, then permanently deleted.

How do you measure anonymous audience reach, attribution, conversion, and campaign performance?**Supplier Response:**

By resolving anonymous visitors to person-level Merkle IDs, we enable you to measure reach, attribution, conversion, and campaign performance from first anonymous touch through final action. We maintain a private first-party graph that tracks all behaviors associated with each person ID. When visitors authenticate or convert, you can link all prior anonymous sessions to their known identity and measure the complete customer journey. This provides an accurate view of marketing ROI across devices and channels.

Audience Reach

We identify anonymous visitors at 60%+ accuracy in real time and assign persistent Merkle IDs with confidence scores (1-8). Reach is measured by the volume of unique anonymous visitors resolved to person-level identity. You control precision versus scale by setting confidence score thresholds.

Attribution and Conversion Measurement

We maintain a private first-party graph storing all signals from every anonymous session. When visitors authenticate or convert, we retroactively link all prior anonymous sessions to their known identity through the common Merkle ID. This enables complete attribution from initial anonymous engagement through eventual action, showing which touchpoints and channels preceded conversion. Revenue and customer actions are attributed to the individual who initiated engagement.

Campaign Performance

Your identity graph integrates site behavior with sales system data, enabling measurement of revenue attributable to anonymous visitors, multi-touch attribution across channels, and campaign ROI by linking media exposure to actual conversions. Confidence scores enable you to audit match quality and understand which conversions trace to high-confidence matches versus broader-reach matches.

Provide real-world examples from retail media, commerce media, publishers, or digital advertising ecosystems.

Supplier Response:

Our Merkle Tag has been deployed across luxury retail, lifestyle brands, commerce ecosystems, financial services, and enterprise publishers, where unknown visitors drive significant traffic. Below are documented examples of how digital identity resolution improves reach and performance across these channels.

Luxury Retail Commerce

A large luxury retailer facing a 75%+ rate of anonymous site visitors deployed the Merkle Tag to resolve unknown visitors into person-level IDs for real-time personalization and triggered email campaigns.

Results:

- 6X lift in real-time identification rate
- 70% identification rate among anonymous site visitors (compared to industry standard of 2-3%)
- \$36M incremental revenue impact attributed to identified visitor campaigns

Lifestyle Brand Commerce

A global lifestyle brand struggled with high cart and product abandonment because unknown visitors could not be reached through triggered email.

Solution: Deployed Merkle Tag to identify anonymous abandoners and link them to triggered email campaigns.

Results:

- 250% lift in site visitor identification
- 188% increase in triggered emails delivered to identified visitors
- 32% more revenue from triggered campaigns

Regional Grocery Chain

A regional grocer operating 250+ properties deployed Merkle Tag across digital properties to unify customer identity across website and in-store touchpoints. Resolved person IDs were connected to Merkle DataSource to enrich customer profiles with household composition, demographic attributes, and shopping preferences. This enabled personalized product

recommendations, targeted direct mail campaigns, and in-store experience optimization based on enriched customer insights.

Wealth Management Firm

A top wealth management company deployed Merkle Tag to identify anonymous site visitors and resolve them to the person level. Resolved IDs were enriched with Merkle financial propensity data, wealth indicators, and investment profile attributes from DataSource. This enabled highly targeted account-opening campaigns and financial product recommendations aligned with each visitor's financial situation and lifecycle stage.

Results:

- 400% increase in account openings attributed to identified visitor conversion

Large Media and Entertainment Company

A major media and entertainment company with \$250M+ marketing and \$500M+ media business deployed digital identity resolution across 70+ web properties to enhance the private ID graph they had built with Merkle. Resolved person IDs were connected to Merkle data, linking visitor behavior to 11,000+ consumer attributes, including lifestyle interests, content preferences, and engagement propensities. This enriched graph integrates multiple DSPs for advanced audience targeting, personalized content recommendations, and attribution, powered by comprehensive consumer intelligence.

SECTION 7: DATA ENRICHMENT CAPABILITIES

Please complete the following matrices and provide coverage rates, methodology, and restrictions for each attribute category.

Demographic Data

Attribute	Available	Coverage % US HHs & Adults	Scale / Counts	Source / Methodology	Restrictions / Notes
Age	Yes	100% of full reference base (268M)	268 million	Aggregated from multiple public and proprietary sources, includes both known and modeled data.	No restrictions
Income	Yes	95% of the full reference base	255 million	Aggregated from multiple financial sources, including both known and modeled data	No restrictions
Education	Yes	100% of full reference base	268 million	Aggregated from multiple public and proprietary sources, includes both known and modeled data.	No restrictions
Marital Status	Yes	100% of full reference base	268 million	Aggregated from multiple public and proprietary sources, includes both known and modeled data.	No restrictions
Home Ownership	Yes	100% of full reference base	268 million	Multi-sourced from property records, tax assessments, and other public data, including both known and modeled data.	No restrictions
Presence of Children	Yes	90% of the full reference base	242 million	Aggregated from multiple public and proprietary sources, includes both known and modeled data.	No individual children's data available, only aggregated presence of children by age/gender.

Behavioral Data

Attribute	Available	Coverage % US HHs & Adults	Scale / Counts	Source / Methodology	Restrictions / Notes
Purchase Behavior	Yes, multiple elements	70–90% of full reference base	187–241 million	Aggregated from multiple sources of transactional, online, subscriptions, and self-reported data, including both known and modeled data.	No restrictions; includes hundreds of purchase-propensity elements across categories.
Category Affinities	Yes, multiple elements	70–90% of full reference base	187–241 million	Aggregated from multiple sources of transactional, online, subscriptions, and self-reported data, including both known and modeled data	No restrictions, includes hundreds of interests and category affinity elements across categories.
Brand Affinities	Yes, multiple elements	70–90% of full reference base	187–241 million	Aggregated from multiple sources of transactional, online, subscriptions, and self-reported data, including both known and modeled data.	No restrictions, includes hundreds of brand/retailer affinity elements across categories.

Intent Data

Attribute	Available	Coverage % US HHs & Adults	Scale / Counts	Source / Methodology	Restrictions / Notes
Product Interests	Yes, multiple elements	70–90% of full reference base	187–241 million	Aggregated from multiple sources of transactional, online, subscriptions, and self-reported data, including both known and modeled data.	No restrictions, includes electronics, appliances, gaming, and streaming services.
Shopping Signals	Yes, multiple elements	70–80% of full reference base	187–228 million	Aggregated from multiple sources of transactional, online, subscriptions, and self-reported data	No restrictions, includes electronics, appliances, gaming, and streaming services.

Purchase Signals	Yes, multiple elements	40–60% of full reference base	107–160 million	Aggregated from multiple sources of transactional, online, subscriptions, and self-reported data	No restrictions, includes electronics, appliances, gaming, and streaming services.
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Household Data

Attribute	Available	Coverage % US HHs & Adults	Scale / Counts	Source / Methodology	Restrictions / Notes
Household Composition	Yes, multiple elements	100% of full reference base	268 million	Aggregated from multiple public and proprietary sources, includes both known and modeled data.	No restrictions, includes the number of adults in HH and the age range of adults in HH.
Household Characteristics	Yes, multiple elements	70–90% of full reference base, varies by element	187–241 million	Aggregated from multiple sources of financial, real estate, and purchase data, including both known and modeled data.	No restrictions, includes financial profiles, life events, vehicle information, property data, and subscription/service ownership.
Device Ownership	Yes, multiple elements	70–90% of full reference base, varies by element	187–241 million	Aggregated from multiple sources across online signals/registrations, includes both known and modeled data.	No restrictions, includes device ecosystem - Apple, Amazon, Google, Microsoft platforms.

SECTION 8: DATA FRESHNESS & MAINTENANCE

What is the refresh frequency for each major identifier and enrichment category?

Supplier Response: For the identity signals, please note that we fully refresh our DataSource consumer file monthly using the latest data deliveries from our 40+ suppliers. Underlying supplier data can be refreshed at different cadences, from weekly, monthly, quarterly, biannually, and annually. Our process captures all the latest data received since the previous build and incorporates it into the current build. This ensures that we consistently have the most up-to-date weekly, monthly, quarterly, and annual data. By following these procedures, we can create the most up-to-date version of data attributes.

In terms of the underlying data from our suppliers and how often it is updated:

- Demographics - updates monthly
- Lifestyle/Interest - updates monthly
- Aggregated Credit - updates quarterly
- Real Estate/Property - updates monthly
- Financial (modeled) - model scores/values update monthly, models are rebuilt annually
- Automotive - biannually
- Consumer Propensity (modeled) - model scores/values update monthly, models are rebuilt annually

What real-time, daily, weekly, or monthly update capabilities are available?

Supplier Response: Merkle can support both batch and real-time identity resolution and data enhancement. Typically, for our retail clients, we provide monthly full refreshes of their data appends, with weekly new-to-file deliveries to capture anyone who comes in between updates. But each solution is customized to meet individual client use cases and needs.

What latency exists between source data updates and graph availability?

Supplier Response: As described above, we fully refresh our DataSource consumer file monthly using the most current data available from each of our source suppliers.

What is the expected decay rate of your data?

Supplier Response: Our DataSource universe remains consistent month-over-month, with shifts of 1-3% on average from one build to the next. We also see little change in key element distributions over time, particularly in household demographics, providing a reliable data foundation to support client use cases.

Describe record maintenance, suppression, deletion, and quality monitoring processes.

Supplier Response: DataSource maintains quality through a monthly full prospect universe, supported by ongoing address hygiene (NCOA, CASS) and postal standardization to improve direct mail efficiency. Automatic suppressions remove deceased, vacant, military, prison, nursing home, and seasonal populations from every file, and continuous identity graph updates link postal, email, phone, and device signals for omnichannel activation. And our Data Valuation Lab re-benchmarking runs against every source on an ongoing basis, so underperforming sources are automatically replaced rather than left in the mix.

What SLAs are available for data delivery, refresh, issue resolution, and privacy request execution?

Supplier Response: While some clients have custom SLAs and support models, our standard SLEs (service level expectations) for data and identity processing are as follows:

- **Append processing, including file refreshes:** Turnaround time varies depending on the size of the input file, but typically data is delivered within 1-2 business days after receipt of a valid request with all required inputs.
- **Failed jobs:** Jobs that fail are reviewed within 1 business day. Note: this SLE guarantees triage and review within 1 business day. It does not guarantee a final resolution or fix within that timeframe.
- **Business Days and Support Hours:** Business days are Monday–Friday, 9:00 a.m. – 5:00 p.m. EST (excluding company holidays). Requests received outside business hours are treated as received on the next business day.
- **Issue Resolution:** Root cause analysis and remediation plan typically turn around in 5 business days or less, depending on the severity of the issue.

Privacy/deletion requests are batched and processed weekly as part of our Consumer Choice opt-out suppression updates. This suppression is applied to our data products and provided as a feed to all clients who license them to ensure compliance with opt-out policies and timelines.

SECTION 9: PRIVACY, COMPLIANCE & GOVERNANCE

Privacy and compliance are material components of this RFP. Suppliers must provide complete and accurate information regarding regulatory compliance, consumer rights, consent, sensitive data, security, and governance.

How does your solution comply with CCPA, CPRA, state privacy laws, and Canadian privacy regulations?

Supplier Response:

Merkle develops its solutions and products in accordance with privacy principles that are prioritized throughout our design process. All in-scope solutions are developed in accordance with privacy-by-design principles.

Guided by a team of privacy professionals, including a privacy-focused legal department and dedicated data protection managers, Merkle complies with all applicable privacy and data protection laws, including the CCPA/CPRA. This compliance extends from our privacy notice obligations, which are grounded in the principle of transparency, to the specific contractual obligations we impose on sub-processors for the processing of personal data.

Canadian personal data is not within the scope of this engagement. Nonetheless, Merkle maintains a global privacy legal team that monitors data protection laws across numerous jurisdictions.

How are access, deletion, and Do Not Sell or Share requests supported?

Supplier Response:

Data subject rights requests are supported in accordance with the contractual provisions negotiated on a per-client basis. In general, personal data is only maintained as long as required to minimize retention. For deletion requests, we log and search for individuals, permanently anonymize relevant data, remove personal data from audit tables, and send confirmation to the client upon completion. For opt-out requests, individuals are removed from all in-scope systems and ongoing campaigns after identity verification.

Privacy and data protection obligations flow down to all subcontractors in our contracts.

How are consents sourced, enforced, audited, and refreshed?

Supplier Response:

In cases where Merkle is at the forefront of consumer campaign management, we may obtain consent with opt-out rights. Customers must explicitly opt-in to receive marketing messages and may opt out at any time. Opt-outs are processed by removing individuals from addressable audiences, with suppression files shared at intervals to ensure timely removal from data products and partner campaigns.

Consent is generally first-party (client) responsibility.

What sensitive data categories (SPI) are available, restricted, or excluded from use?**Supplier Response:**

Merkle obfuscates/excludes individuals' sensitive data in states where opt-in consent is required by applicable privacy laws, taking a conservative approach to audience creation. Sexual orientation/sex life, race/ethnicity, financial account information, citizenship/immigration status, health data (genetic/biometric/neural), religion, union membership, precise geolocation, government-issued identifiers such as SSN.

Describe governance controls for financial, health, race/ethnicity, religion, political affiliation, sexual orientation, gender identity, and minors-related data.**Supplier Response:**

Sensitive personal data is obfuscated from audience creation for individuals in states where opt-in consent is required to sell/share and process such information. Business teams are briefed by privacy legal on this matter and in accordance with internal privacy policies mandating data minimization. Training occurs periodically by law to ensure compliance. Privacy legal also conducts data protection impact assessments on high-risk processing activities, and certainly those involving processing sensitive data.

In addition, data protection managers maintain an inventory of personal data so that business teams are informed when/where security controls require greater vigilance.

What certifications, security controls, data handling protocols, audit procedures, and incident response processes are in place?**Supplier Response:**

We follow a comprehensive set of security standards that include robust encryption, strict access controls, and regular audits. Data at rest is encrypted using industry-standard methods such as AES-256, with additional options like Transparent Data Encryption (TDE) and advanced solutions like Salesforce Shield Encryption. Data in transit is protected using Transport Layer Security (TLS), typically TLS 1.2 or higher, and mutual authentication is supported. Encryption standards and protocols are maintained to ensure compliance with NIST standards wherever possible, and cryptographic key management follows strict procedures, including secure generation, storage, rotation, and access controls. Access management is enforced through role-based access control (RBAC), the principle of least privilege, and identity management via Okta and Azure AD. All access requests require authorization from designated security approvers, and comprehensive audit logging tracks all portal and API transactions. Regular access reviews, internal and external audits, and vulnerability assessments are conducted in accordance with ISO 27001 and NIST standards. A global data protection compliance framework supports our security program, proactive incident response procedures, and continuous monitoring through SIEM systems.

Have you ever been subject to a regulatory investigation or other legal process concerning alleged violations of data protection laws that's likely to materially impact your ability to provide services or data as intended by the parties? If yes, please elaborate.**Supplier Response:**

Merkle maintains a robust data privacy and data security program, supported by dedicated privacy and security professionals across its global operations. We continuously monitor our systems, assess emerging risks, and refine our policies and technical controls to align with applicable data protection laws and industry standards. Our program includes comprehensive

data protection policies and procedures, regular audits, ongoing employee training, data breach response plans, and data processing agreements with third-party service providers.

Have you ever had a data breach that resulted in the disclosure of personal information or the confidential information of a partner? If yes, please elaborate.

Supplier Response: Like most large organizations today, we've had to investigate unusual activity on our network on a few occasions. Once the unusual activity was identified, we were generally able to quickly take action by activating our incident response protocols, which allowed us to contain and address the issue.

Please describe your notification and mitigation strategy in the event of a data breach.

Supplier Response:

Dentsu has a dedicated security, risk, and compliance team responsible for managing security incidents. Data breaches and incident details are generally spelled out within an MSA, but dentsu maintains data incident and breach response policies and plans. These include the following key items:

- a. Security incidents are detected, reported, and escalated consistently
- b. Security breaches are assessed, responded to, and managed appropriately
- c. Action is taken to reduce the impact of a security breach (containment and/or isolation)
- d. Timely notification is made to stakeholders (internal and external) and, where appropriate, to the designated supervisory authorities requiring notification
- e. Identification and remediation of the root cause of the breach
- f. Lessons learned are communicated
- g. Appropriate documentation is maintained

SECTION 10: COMMERCIAL MODEL

Please provide a complete commercial response. All pricing should be valid for a minimum of 12 months following proposal submission unless otherwise stated by Best Buy.

Describe your pricing methodology and all pricing components.

Supplier Response:

We provide flexible, transparent pricing structured around your usage patterns, with all components clearly enumerated upfront and no hidden costs.

Pricing Model Options

We offer three primary pricing approaches: volume-based CPMs, platform access fees, and flat fees. Our flexible structures accommodate self-service, supported, and full-service engagement models.

As stated in the response, our product capabilities are quoted on a volume-based CPM, but we can be flexible and provide fixed pricing with annual volume commitments.

Professional Services: Additional support, managed services, and integration services are priced separately at clearly defined rates for self-service, supported, or full-service delivery models.

Describe subscription, CPM, usage-based, match-rate, licensing, and professional services pricing models if applicable.

Supplier Response:

SUBSCRIPTION/LICENSING

Data License: \$600K–\$800K annually for a full US file with all-channel marketing rights

CPM-BASED

\$0.03 = Translate app (digital signal IDR app for partner collaboration and log level data in a Snowflake Data Clean Room)

\$0.25 = Match App (ID + Hygiene for ID Resolution)

\$0.30 = Boost App (audience syndication to 100+ publishers with match boost)

\$0.90 = Merkle Digital ID Tag (Real-time digital identity)

Orchestrate App is included at no cost to the client

PROFESSIONAL SERVICES

Standard implementation: \$65K (one-time)

Enhanced (+ custom integrations): \$280K+ annually

Premium managed services: \$350K+ annually

*Please refer to the supplemental deck with more details on the pricing model proposed, which includes an example scenario.

Describe pricing assumptions, minimum commitments, ramp periods, implementation fees, and ongoing support costs.

Supplier Response:

PRICING ASSUMPTIONS

- Data volume benchmarks (placeholders for Best Buy's specific CRM size + visitor counts)
- Activation scope: if necessary
- Impression volume estimates for CPM calculation
- Data enrichment scope
- Implementation Pod to support (6-week Phase 1)

MINIMUM COMMITMENTS

One-year minimum contract commitment. Additional incentives for multi-year commitments that will be shared once we have details on volumes and additional scope.

PHASE 1: IMPLEMENTATION SET UP (Weeks 1–6)

Merkle leads: Native Apps deployment, identity foundation, data integration, and knowledge transfer.

Initial use case activation: up to 8 hours dedicated to Product SME

Data licensing: Full annual fee due at execution

CPM/usage fees: Do not accrue during Phase 1

Professional services: Invoiced upon Phase 1 completion (Week 6)

PHASE 2: ONGOING OPERATIONS & ITERATION (Week 7+)

Best Buy Ads assumes operational ownership

CPM/usage fees begin accruing (Boost, Match, Translate Merkle Tag)

Optional Merkle support via selected service tier

Data licensing: Continues at an annual rate

Describe internal use rights, enterprise use rights, audience activation rights, measurement rights, and expansion rights.

Supplier Response:

- **Data**
 - Best Buy Internal, marketing (includes activation), measurement use rights of the full DataSource asset
 - Enterprise (i.e., RMN, Marketing for the benefit of non-Best Buy entities): Digital marketing/Activation use rights of the majority of DataSource assets; measurement rights involving DataSource limited to aggregated (non-personal) results only
 - License to dentsu data and derivative data, informed by dentsu data, limited to the term of the license
- **Identity**
 - Native apps (Match, Translate): license to use during term relative to Best Buy data (not a reseller of identity resolution services)
 - Digital Tag: license for tag deployment on Best Buy owned web properties

Expansion rights were not addressed due to a lack of clarity on the definition.

Identify any third-party fees, platform fees, pass-through costs, or data source charges.

Supplier Response:

Merkle operates on full cost transparency:

- Data licensing (\$600K–\$800K) covers the core Merkle DataSource for all channel usage, except RMN. RMN usage is at CPM impressions or revenue share.
- CPM activation fees (\$0.30 CPM for Boost), (\$0.03 CPM for Translate), (\$0.90 for Merkle Digital ID Tag), and (\$0.25 CPM for Match).
- If Merkle procures third-party services (i.e., Snowflake hosting), those are passed through with itemized invoicing and zero markup.
- DSP connector integrations are included in Boost app licensing for standard partners (The Trade Desk, Google DV360, Roku, Amazon DSP, etc.).

WHAT BEST BUY ADS SHOULD BUDGET FOR (TOTAL COST OF OWNERSHIP)

- Merkle Fees (Included in Proposals)
- Data licensing: \$600K–\$800K annually
- Implementation: \$65K (one-time, Year 1)
- CPM activation (Boost, Match, Translate, Tag): Variable based on volume
- Ongoing support: \$30K+ monthly (scope and support dependent (e.g., operational, advanced analytics, etc.))
- Third-Party / Pass-Through Costs (Best Buy Must Budget Separately)
- DSP media spend (impressions served by TTD, Google, etc.): Varies by campaign budget
- Second/third-party data acquisition: Vendor-specific pricing
- Custom professional services: Quoted on an engagement basis

*Please refer to the supplemental deck with more details on the pricing model proposed, which includes an example scenario.

SECTION 11: STRATEGIC FIT & PRODUCT ROADMAP

Describe your long-term company vision and how identity graph capabilities fit within that vision.

Supplier Response:

Merkle brings CXM and digital transformation expertise to the market, supported by a centralized Data & Technology product organization that serves all dentsu agencies across CXM, Creative, and Media. This centralized model gives agencies access to a shared product strategy, reusable capabilities, stronger technical standards, and integrated roadmaps that accelerate the way we build, connect, and scale solutions for clients.

By bringing product capabilities together, dentsu can reduce duplication, improve interoperability, and move faster from client need to market-ready solution. It also strengthens the agency network's ability to deliver end-to-end transformation by connecting data, identity, technology, media, creative, and AI into a more intelligent marketing ecosystem. This helps clients maintain control of their most strategic assets while giving agency teams the tools, platforms, and support needed to activate those assets with greater speed, consistency, and measurable impact.

Identity is foundational to this vision. Our identity graph capabilities are designed to establish a persistent, privacy-conscious understanding of customers and households across channels, devices, platforms, and interactions. Rather than treating identity as a standalone product or activation endpoint, we view the identity graph as a connective layer across the marketing ecosystem, linking first-party customer data, digital engagement, media exposure, commerce activity, CRM, measurement, and approved third-party signals.

For Best Buy, our approach would prioritize Best Buy's first-party identity and customer relationships as the foundation of the graph. Merkle can complement that foundation with a person and HH ID and other identity capabilities where they provide incremental value, while maintaining interoperability with Best Buy's existing and future identity, cloud, clean-room, media, CRM, and measurement technologies. This identity-agnostic architecture reduces dependency on any single technology or provider and allows the identity strategy to evolve as Best Buy's business and technology ecosystem changes.

Over time, we see the identity graph becoming increasingly important to AI-powered marketing and decisioning. A governed identity layer provides the context that enables AI agents and decisioning systems to understand audiences, recognize customer relationships, connect signals across the journey, determine appropriate next-best actions, and measure outcomes. Identity, therefore, becomes more than just matching infrastructure; it becomes part of the intelligence layer that powers audience discovery, personalization, media optimization, customer journey orchestration, measurement, and predictive decisioning.

Privacy, consent, security, and governance are embedded throughout this architecture. Identity signals are activated according to permitted purposes, applicable consent and preference signals, and defined access controls, helping Best Buy scale personalization while maintaining appropriate governance of customer information.

Ultimately, our vision is not to make Best Buy dependent on a Merkle identity graph. It's to help Best Buy create a durable, interoperable identity capability that retains its control over customer intelligence and accumulated learnings. dentsu provides the technology, connectivity, governance, enrichment, and intelligence needed to make that identity foundation more actionable, creating a continuously improving ecosystem where every interaction can strengthen audience understanding, improve decisioning, and generate measurable value for Best Buy.

Describe your product roadmap for identity resolution, clean rooms, activation, measurement, and retail media.

Supplier Response:

dentsu's product roadmap is focused on building an increasingly connected, interoperable, and privacy-forward marketing intelligence ecosystem that brings identity, data collaboration, activation, measurement, retail media, and AI together. For Best Buy, our roadmap is designed to complement

and extend Best Buy's existing technology investments rather than require the replacement of established platforms or create dependency on proprietary dentsu technology.

Identity Resolution. Our identity roadmap continues to advance dentsu.ID and our broader identity capabilities toward more flexible, real-time, and interoperable identity resolution. We are expanding deterministic and permissioned identity signals, household and individual-level resolution, cross-device connectivity, identity partner interoperability, and integration with enterprise first-party data environments. For Best Buy, this means supporting Best Buy-controlled identity and its existing identity partnerships while enabling identity signals to connect consistently across media, CRM, analytics, measurement, and customer experience use cases. Our long-term direction is toward a portable identity layer in which Best Buy maintains ownership and governance of its first-party customer relationships. At the same time, dentsu provides capabilities for resolution, connectivity, enrichment, and activation.

Clean Rooms and Privacy-Safe Data Collaboration. Our clean-room roadmap is moving toward increasingly cloud-native, interoperable data collaboration. dentsu is expanding support for environments including Snowflake, AWS, Google Cloud, and major media and retail clean-room ecosystems. The objective is to reduce unnecessary movement of customer-level data while enabling audience overlap analysis, enrichment, activation, suppression, measurement, and advanced analytics. For Best Buy, clean rooms can provide a governed collaboration layer connecting Best Buy data with dentsu, publishers, platforms, retail media networks, and approved data partners while maintaining defined privacy, security, consent, and access controls.

Activation and Decisioning. Our activation roadmap is evolving from traditional audience distribution toward real-time, signal-driven decisioning and orchestration, through dentsu. Connect, APIs, cloud integrations, and direct platform connectivity, audiences and insights can move from discovery to activation across paid media, owned channels, CRM, search, social, programmatic, CTV, commerce, and other addressable environments. Increasingly, AI-powered decisioning will evaluate customer, contextual, media, and performance signals to determine the appropriate audience, channel, message, timing, and next-best action while operating within Best Buy-defined governance and business rules.

Measurement and Intelligence. dentsu's measurement roadmap is focused on connecting media exposure, customer engagement, business outcomes, experimentation, and advanced analytics into a unified measurement framework. We continue to advance capabilities spanning attribution, incrementality, experimentation, media mix modeling, audience analytics, predictive modeling, and optimization. Our direction is toward continuous measurement, in which performance signals are not simply reported after campaigns but are systematically fed back into planning, audience development, identity, and activation workflows. This creates a closed-loop system in which Best Buy can continuously learn which audiences, channels, experiences, and investments are driving incremental business outcomes.

Retail Media and Commerce. Retail media is an increasingly important component of our roadmap because it connects identity, commerce signals, media activation, and measurable business outcomes. dentsu is expanding integrations with retail media networks, commerce platforms, clean rooms, and retailer data environments to enable consistent audience planning, activation, optimization, and measurement across the retail media ecosystem. For Best Buy, this creates opportunities to connect broader media and customer strategies with commerce intelligence while maintaining appropriate separation and governance between datasets and business purposes. Our roadmap also supports Best Buy's ability to operate as both a sophisticated retail media participant and an owner of valuable first-party commerce and customer signals.

Across all five areas, AI and interoperability serve as horizontal capabilities rather than standalone products. Our roadmap increasingly introduces AI agents and intelligent workflows across audience discovery, identity analysis, planning, activation, optimization, measurement, and reporting. These capabilities are designed to operate within Best Buy's technology environment via APIs, cloud-native integrations, clean rooms, and governed data access, rather than requiring Best Buy data to be centralized in a proprietary dentsu environment.

Ultimately, our roadmap moves toward a closed-loop marketing intelligence ecosystem: **Identity → Collaboration → Intelligence → Activation → Measurement → Learning → Identity**. Each campaign and customer interaction creates new signals that can improve subsequent audience understanding and decisioning. For Best Buy, the goal is not simply to deploy a collection of dentsu products; it is to establish a durable, interoperable capability where Best Buy retains ownership of its data, identity, customer relationships, and accumulated learnings, while dentsu continuously advances the technology and intelligence that make those assets more actionable.

How are AI and machine learning used in graph construction, quality control, householding, enrichment, and audience modeling?

Supplier Response:

We apply AI and machine learning strategically across our platform while maintaining transparency about where these technologies are and are not deployed.

Digital Identity Resolution

Machine learning is used to develop our probabilistic identity models that power digital identity matching when deterministic matches are unavailable. AI is used to validate those probabilistic models before deployment, but it does not operate in production identity-matching processes. All production identity resolution relies on deterministic and validated probabilistic algorithms.

Offline Graph Construction and Householding

AI and machine learning are not used in offline graph construction or terrestrial identity resolution. Our offline matching, householding, and terrestrial PII processing use deterministic matching and standardized data quality protocols. Supporting code development may leverage AI tools to improve efficiency, but AI does not access PII or influence identity resolution logic.

Data Quality Assurance

AI is applied to data quality assurance checks and validations throughout our data product build and delivery processes. These automated checks identify data anomalies, ensure attribute accuracy, and validate data freshness before attribute enrichment is appended to resolved identities.

Audience Modeling

For audience expansion and lookalike modeling, we use gradient-boosted decision trees (GBDTs) and Latent Dirichlet Allocation (LDA). These machine learning approaches identify distinguishing characteristics in your seed audiences and apply those patterns to our 268-million-person reference base. However, for our Data Products attributes, we currently do not use AI tools for audience modeling.

Validation Philosophy

All AI and machine learning models are validated against truth set(s) before any production deployment, ensuring real-world accuracy.

What future investments are planned to support retail media, commerce media, privacy-safe activation, and measurement?**Supplier Response:**

dentsu's future investment strategy is focused on building a connected commerce ecosystem that unifies first-party data, identity, retail, and commerce signals, privacy-safe collaboration, activation, measurement, and AI-powered decisioning. For Best Buy, the objective is to help capitalize on the convergence of media and commerce while preserving control of its customer data, technology environment, identity strategy, and accumulated intelligence.

Retail and Commerce Media. dentsu is investing in capabilities that connect retail media networks, commerce platforms, publishers, marketplaces, and paid media into a more unified planning and activation framework. This includes deeper retail media integrations, standardized workflows, ingestion of commerce signals, cross-retailer analytics, product and category intelligence, and APIs that enable commerce data to inform broader media planning.

Privacy-Safe Activation and Data Collaboration. dentsu continues to invest in clean rooms, cloud-native collaboration, privacy-enhancing technologies, consent-aware identity, and secure audience activation. These capabilities are designed to minimize unnecessary data movement while enabling Best Buy to collaborate with media, retail, measurement, and data partners under defined controls for access, use, retention, and activation.

Identity and Interoperability. Future investment will strengthen dentsu.ID while expanding interoperability with client-owned and third-party identity ecosystems. For Best Buy, the goal is not to replace existing identity infrastructure or partnerships, but to make those assets more portable and actionable across retail media, commerce, CRM, paid media, analytics, and measurement.

Closed-Loop Measurement. dentsu's measurement investments are moving beyond campaign reporting toward continuous learning across exposure, engagement, commerce, customer behavior, and business outcomes. Capabilities across incrementality, experimentation, attribution, media mix modeling, audience performance, predictive analytics, and cross-channel measurement are designed to feed directly back into planning, activation, and optimization.

AI-Powered Commerce Intelligence. dentsu is also investing in AI and agentic workflows that support audience discovery, commerce insights, forecasting, optimization, measurement, anomaly detection, and next-best-action recommendations, within dentsu. Connect, these agents can securely access governed data and tools through APIs and interoperable services, reason across identity, media, commerce, and performance signals, and recommend or execute actions within defined business and governance controls.

For Best Buy, these investments create a future-state architecture where retail media and commerce signals inform the full marketing ecosystem. Commerce outcomes improve measurement; measurement improves audience intelligence; audience intelligence improves activation; and activation generates new signals that continuously improve decisioning.

Our long-term investment thesis is centered on a connected cycle of Identity → Data Collaboration → Commerce Intelligence → Activation → Measurement → Learning → Optimization. This gives Best Buy more than access to individual dentsu products. It provides an extensible capability that can evolve alongside Best Buy's technology stack, commerce strategy, identity partnerships, and customer experience ambitions while ensuring Best Buy retains ownership and control of its data, identity, customer relationships, and accumulated learnings.

Describe how your roadmap aligns with Best Buy Ads' long-term need for an identity spine.

Supplier Response:

Our roadmap is fundamentally designed to establish Best Buy Ads with a flexible, owned, and interoperable identity spine, in which your organization maintains governance and control over customer relationships. At the same time, dentsu advances the resolution, connectivity, and activation capabilities that make identity actionable across your marketing ecosystem.

We recognize that an effective identity spine requires three foundational capabilities: first, it must remain under your ownership and governance rather than create dependency on proprietary vendor infrastructure. Second, it must operate in real time across your existing technology investments without requiring data migration or centralization. Third, it must enable consistent identity signals to move seamlessly across media, CRM, analytics, measurement, and customer experience use cases while respecting privacy and consent frameworks you define.

Our approach directly addresses each requirement. We are advancing deterministic and permissioned identity signals, household and individual-level resolution, and cross-device connectivity while expanding integration with enterprise first-party data environments. This allows Best Buy to control which identity signals you leverage and how customer relationships are governed across the organization.

On interoperability, our roadmap is moving toward cloud-native identity resolution across Snowflake, Databricks, AWS, and Google Cloud environments. Rather than requiring identity to flow through a centralized platform, identity capabilities operate within your data environment through APIs and governed cloud integrations. This means your identity spine scales with your infrastructure and remains portable across your technology stack.

Finally, we position identity as the foundation of a closed-loop ecosystem in which measurement and activation workflows systematically return performance signals to audience understanding and identity development. This creates continuous learning: each customer interaction improves subsequent identity resolution and decisioning.

The result is a durable identity capability in which Best Buy retains ownership and accumulated learnings. At the same time, dentsu/Merkle continuously advances the technology that makes those assets more actionable across marketing and business operations.

SECTION 12: SUPPLIER SUBMISSION REQUIREMENTS

Supplier responses must be complete, clear, and directly responsive to the questions in this RFP. Best Buy may request clarifications, supplemental documentation, demonstrations, or finalist presentations.

Required Submission Item	Included	Notes
Written response to all RFP questions	Attached in the Word document, entitled 'Merkle_Best Buy Ads ID Graph RFP'.	
Architecture diagrams	Reference supplemental deck	
Data flow diagrams	Reference supplemental deck	
Privacy documentation	Three documents were supplied as attachments to the email.	Supplied as attachments in the email.
Security documentation	Supplied as an attachment in the email, entitled 'Security at dentsu_August 2025'.	Supplied as attachments in the email.
Sample reporting	Reference supplemental deck for approach (e.g., measurement and visualize native app).	
Case studies	Attached in the RFP deck.	
Customer references		Out of respect for our business partners, we do not supply client references at this stage of the RFP process. As we are shortlisted, we will gladly provide the information you need to validate the quality and depth of our services with other clients.
Commercial proposal	Attached in the RFP deck.	
Third-party disclosure list		Not applicable.

SECTION 13: PRICING

Please provide full pricing of your proposal

Supplier Response: Please see the supplemental RFP deck with the full pricing proposal.