

# Spy Tools



*The secretive new way to maximize your advertising ROI.*

*How cool would it be if you could identify the buyers on your website, so you can follow-up and profitably sell to them smoother than James Bond...*

*By Harry Kunelis, DDS*

What do Amazon, Google and Facebook all have in common?

*(hint: it has nothing to do with the fact that they're publicly traded companies).*

If you're a business owner, marketer or salesperson, then you'll definitely want to know this answer.

Ignore it, and you could lose big. I personally lost \$1.5MM in a previous business because I ignored a similar key event.

But that's a story for another day.

For now, allow me to answer this opening riddle for you.

And in order to do so, we must make sure we each look at things from the same pair of lenses.

Our lens: *The Five Forces That Shape Competition in An Industry* (aka "Porter's 5 Forces");

named after Michael Porter from Harvard University. As a review, here's his five forces:

1. Rivalry among existing competition in an industry
2. Threat of new entrants into an industry
3. Bargaining power of suppliers
4. Bargaining power of buyers/customers
5. Threat of substitute products

Porter calls these forces the microenvironments close to a company, that affects its ability to serve its customers and make a profit. I think they're quite self-explanatory. Common sense.

As an example, few people use record players anymore. They were replaced by cassette tape substitutes and later CDs. In fact, because of cloud storage, even CDs have now been substituted.

So, what's the point of looking at The Five Forces?

Simple: these five forces are at play in shaping every market and industry in the world. If you're losing profits, then it will be because of one (or more) of these forces.

How you endeavor to beat them is the scope of your strategy.

And one piece to the strategy equation is behavioral data.

Which brings us right back to what Amazon, Google and Facebook have in common. The answer is: An *Identity Graph*.

Amazon, Google and Facebook each own an identity graph. Now let's end with a quick explanation on (a) what an identity graph is and (b) why you should most definitely care if you wish to succeed in business going forward.

## Identity Graph

Imagine for a moment a spreadsheet. A simple excel spreadsheet with all of it's columns and boxes. Now imagine in the far left... the first column... there's a name. Let's say John.

Now let's take the boxes to the right of the name column. Column two, column three, column four, column five etc.

Perhaps John has multiple email addresses...

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John might also happen to have multiple devices (a cell phone, a laptop computer, and a desk work computer). Obviously, John has a physical mailing address as well.

So, as it turns out, John can be identified in a variety of ways—so long as your spreadsheet has the proper boxes indexed. Logically, the more columns to the right of John's name that you have filled, the better your *rolodex* on John is.

This mechanism has a fancy end-game: called *Identity Resolution*.

We just noted how all of John's personal items can be labeled. But that's not all that can be compiled. There's more. In our spreadsheet example, the columns can forever continue to the right. And in each box, John's activity—his digital **behavior**—can also be compiled.

So, when John visits a website to shop for a new dentist, or a realtor, it's tagged in one of John's boxes. This means you can now apply a specific set of **behaviors** to an actual personal. It's not merely an anonymous person on a website.

Scale up—imagine an Id-graph with hundreds of names running down column one; not only John's.

Unlike browser tracking cookies, which track anonymous traffic, spy tools use smart pixels to recognize... *sha-256 hashes*.

In short, you can dominate your competition by strategically leveraging multi-channel marketing with identity resolution.

Right now, you might be asking:

*"... yeah, but how did the hashes even help you determine it was John in the first place?"*

That's a great question, and it would require many more pages to answer. In short, data is bought.

But for simplicity, let's go back to Google, Facebook and Amazon for a moment, since they resolve the identity on billions of people. Here's a few examples on how:

Amazon recently acquired Whole Foods grocery chain. Amazon has further greased the wheels on their site by offering buyers the Amazon credit card option.

Likewise, have you ever noticed how numerous platforms now allow login with either a Google or Facebook login?

What are Google, Facebook and Amazon quietly doing?

Answer: they're confirming and updating who you are in multiple ways, thru multiple channels and thru multiple strategic partners.

In short, they've created identity graphs beyond measure. And they've been doing it for years.

The subtle crux is this: they won't tell you who's on your site. They may well have the information to identify your perfect prospect by name; but don't expect Google or Facebook to help you reach them more accurately and affordably.

These big Ad suppliers make money off you and I as advertisers. To a business owner, they're one of the five forces: namely they're a powerful supplier of advertising.

Up until 2017, identity resolution was only available to the big boys: the billion-dollar corporations.

It has now crept into the hands of a small handful of *in-the-know* consultants.

I happen to be one of them.

Here's one final way to look at it.

You've probably heard the concept of IoT (the "Internet of Things").

Well, if you add identity graph, you get *Artificial Intelligence (AI)*.

IoT + Identity Graph = AI

Behavior + Identity = Prediction

The future of marketing is already here. The top companies are using Id-graphs and other spy tools to predict buyer behavior. This is not some sci-fi movie. It's happening.

Earlier, I mentioned that I lost \$1.5MM in a previous business venture (between 2005 – 2010).

One main reason why: I cynically ignored the digital marketing wave which hit shore in 2007.

It was a huge mistake for me to avoid it; and I learned a big lesson.

I can assure you. You do not want to miss this often mis-publicized, and hidden seismic shift event.

Create a winning strategy today:

- Identify the people shopping on your website so you can legally sell to them on multiple channels, both online and offline, in a way that will increase your ROI.
- Market to consumers which behavior tracking identifies as an "*in-market*" buyer for your product or service, even if they've never been on your website... so you can get your message in front of your ideal customer ahead of your rivals.

Feel free to contact me anytime.

Cheers,

Harry Kunelis, DDS

T. 312-626-6285

[www.hkbusinessconsultant.com/](http://www.hkbusinessconsultant.com/)