

Match every record with confidence. Even when the data doesn't match.

Verato Referential Matching® resolves who's who across all your systems, linking records that traditional matching leaves behind.

Most matching technologies compare two records field by field at a point in time and hope the data lines up. It rarely does. People change names, demographics go stale, and typos slip in, so duplicate and fragmented records pile up across every system you run.

Verato takes a different approach.

THE VERATO DIFFERENCE

A smarter way to match

Where conventional matching compares records directly to each other, Verato Referential Matching®, our patented third-generation approach to referential matching, matches every record against Verato Carbon™, a continuously updated reference database of more than 300 million identities spanning the U.S. adult population.

Each identity in Verato Carbon™ carries a 30-year history of demographic data: names, nicknames, name changes, common misspellings, past addresses, and more. By resolving your records against this reference, and against one another, the solution makes matches conventional technology could never make, even when the underlying data is out-of-date, incomplete, or incorrect.

THE EVIDENCE

Proven accuracy, not guesswork



**More than 24%
across-the-board improvement
over legacy matching solutions**



**Matches historical and current records, records
with limited demographics, nicknames, and
misaligned attributes across sources**

Not all matching is created equal. Deduplication accuracy depends on what you match against. The three competitive approaches (probabilistic, deterministic, and AI/LLM) all compare records to each other, so they inherit the errors, gaps, and stale data in the source and show weaknesses in the same places. Verato instead verifies each record against Verato Carbon™ reference data, letting it match incomplete or changed records with minimal tuning and roughly one false positive in a million, versus about one in a hundred for AI.

How Verato Referential Matching® compares on deduplication

✓ Strength – Partial / limited x Weak / not supported

	RECOMMENDED Verato Referential Matching®	Probabalistic / fuzzy	Deterministic / rule-based	AI / LLM matching
Match logic	Verifies with Verato Carbon™ reference data	Record-to-record similarity	Exact-match rules on fields	Text-similarity inference
Stale or incomplete data	✓ Matches anyway	– Struggles	x Fails	– Weak
Name & address changes	✓ 30-year history resolves changes	x No external reference	x Blind to changes	– Limited
Tuning required	✓ Minimal	x Extensive thresholds	x Ongoing rule upkeep	– Model / prompt tuning
False-positive precision	✓ 1 in 1,000,000	– Higher rate	– Misses matches	x -1 in 100

Compares approach categories, not named vendors. Accuracy precision: Verato design target of 1-in-1,000,000 false positives; AI/LLM ceiling ~95-99.5%. Verato approach independently validated ~24% more accurate than other MDM/EMPI (Regenstrief Institute, 2022)

THE PAYOFF

Faster to deploy, built to scale

Because Verato Referential Matching® is cloud-based, it is faster to implement, easier to scale, and more cost effective than traditional matching technology, while delivering enterprise-grade security backed by HITRUST and SOC 2 certifications.

The result: one accurate, trusted view of every person, ready for every system, initiative, and AI workflow that depends on knowing who is who.

See who's who, right from the start. Request a demo to see how Verato Referential Matching® resolves identity across your ecosystem.

Learn more at verato.com →

Verato®, the identity intelligence company, solves the critical challenge of Knowing Who Is Who™. Proven in healthcare and trusted everywhere, Verato MDM Cloud™ unifies, enriches, and manages identities with unmatched accuracy – powering better experiences, improved outcomes, business growth, and AI-native efficiency across identity-driven business processes.

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