

Digioh Passport Recover

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What is Passport Recover?

Digioh Passport Recover identifies returning visitors that your own data signals and your email platform cannot recognize on their own, and makes them actionable again - both in your triggered flows and in the experiences you show on your site.

Recover only works with people who are already contacts in your email platform. It does not add anyone new to your list, and it does not change anyone's subscription status.

[Passport](#) is Digioh's identification suite, and Recover is the add-on that extends how much of your audience Digioh can identify.

Digioh already identifies visitors who arrive through a tracked email link, submit a Digioh form, visited before, or are logged in. Recover runs only when none of those apply.



Recover is an add-on and is not switched on by default. See [Getting Passport Recover Enabled](#) below.

The Gap Recover Closes

Subscribers go anonymous constantly. A cookie expires, they switch devices, or they simply arrive without clicking a tracked link. When that happens, someone who is fully opted in and emailable shows up on your site looking like a complete stranger.

That costs you twice:

- **Your flows do not fire.** Browse abandonment and cart abandonment are usually the highest-converting automations you have, and neither can trigger for a visitor your platform cannot identify.
- **Your onsite personalization does not run.** Display rules that depend on knowing the visitor fall back to the generic experience, so you may ask a long-time subscriber for the email address you already have.

Digioh catches this whenever one of your own signals is present. Recover is what runs when none of them are.

How Passport Recover Works

Recover is a fallback, not a separate identification pass. Digioh's standard identification always tries first, and Recover only runs when that comes up empty. At every stage, if the visitor cannot be resolved, the process simply ends and they stay anonymous.

1. Digioh's standard identification runs first

Digioh checks your own signals: did the visitor arrive through a tracked link from one of your sends, submit a Digioh form, visit before, or log in? If any of those match, the visitor is identified and Recover never runs.

2. Digioh Identity Network lookup

If none of your signals match, Recover checks the Digioh Identity Network for a matching email address. The Identity Network is Digioh's consent-based identification network, built from integrations across the platforms already in your stack plus a network of global partners. If there is no match, the visitor stays anonymous.

3. Contact check in your email platform

If an email address is matched, Recover checks whether that address already exists as a contact in your email platform. If it does not, the visitor stays anonymous and nothing is written anywhere.

4. The visitor is re-identified

If the address is an existing contact, the visitor becomes known for the rest of that session and on future visits to your site. From that point they are treated exactly as if your own signals had identified them: your display rules can target them, your merge tags resolve, and their behavior attaches to the right profile in your email platform.

What Recover Does Not Do

- **Recover does not add new contacts to your email platform.** It only re-identifies people whose email address is already a contact in your account. No new contacts are created in your account at any point.
- **Recover does not change anyone's subscription status.** Unsubscribed stays unsubscribed, and suppressed stays suppressed. Recover never opts anyone in or re-subscribes anyone.
- **Recover does not override your suppression rules.** If a matched contact is unsubscribed or suppressed, your email platform's own rules still govern what can be sent to them.
- **Recover does not stitch identity across brands or sites.** Each site is scoped independently, even when several sites belong to the same company.

Please note: Recover works with people who opted in at some point through the Digioh Identity Network. It is re-identifying someone whose identity was lost, not creating a new opt-in.

Key Benefits

More of your audience is identified

Recover adds a second chance at identification for every visitor your own signals miss. The visitors it surfaces are people you already have a relationship with – they just arrived without anything that told you so.

Triggered flows fire for sessions that would have been missed

Once an active subscriber is re-identified, their session behaves like any other identified session. Browse abandonment, cart abandonment, and any other flow that depends on knowing who the visitor is can trigger for a session that would otherwise have produced nothing.

Onsite personalization keeps working

This is where Recover differs from identity tools that only hand an email address back to your email platform. Because Digioh runs on your site, a recovered identity is immediately usable in your display rules and merge tags – so the visitor sees the right experience on the visit they are on, not in an email two hours later.

You can still reach unsubscribed and suppressed contacts - onsite

For contacts who have unsubscribed or been suppressed, email is off the table and no tool can change that. Recover can still identify them on your site, which means you can show them something relevant, including an invitation to opt back in. Digioh is the only part of your stack that can act on these visitors at all.

More behavioral events attach to real profiles

Because Digioh knows who the visitor is, on-site events such as product views and add to cart can be attributed to a known profile instead of being lost to an anonymous session.

Getting Passport Recover Enabled

Work with your Digioh CSM or Digioh Support to request that Passport Recover be enabled on your account.

Most of the setup happens on Digioh's side, and there is nothing for you to build. Once your team confirms Recover is on, it begins identifying visitors on your next publish – your existing campaigns, display rules, and merge tags pick up the additional known visitors automatically.

Two things are worth knowing going in:

- **Your site may need an updated script.** Standard Shopify installs update automatically. If your Digioh script is embedded manually, including on a headless storefront, your Digioh team will give you the updated snippet to publish. This will require a teammate on your side to update your website's script

- **More visitors will be treated as known.** Any campaign that currently targets or suppresses on known status will start applying to a larger share of your traffic. It is worth reviewing those campaigns before and after enablement so the change is intentional.

To get started, contact your CSM or email [**support@digioh.com**](mailto:support@digioh.com).
