



Case Study: Unification of Multiple Customer Records

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Implementing Resolve improved our messaging cost effectiveness. We were able to easily consolidate our records and stop wasting spend on unnecessary frequency.”

VP of Data, Live Event
Promotions Group



Learn more at
fullcontact.com

? Challenge

A live events promoter had **a large, fragmented customer file** captured in various systems across their business, making it impossible for them to measure their media efficacy.

They needed to unify information at a person level to drive more effective marketing efforts.

⚙️ Solution

FullContact processed **1.25 billion** individual identities through our Identity Resolution capability, resulting in **553 million distinct customer IDs** and 173 million distinct people—3.2 customer IDs per person.

This provided more accurate customer insights, segmentation, and messaging execution to prospects and customers.

☰ Result

We provided a single persistent and portable PersonID for each individual, connecting online and offline identifiers, cross-channel engagements, and transactions to enable ROAS analysis.

This process created a **36% increase in marketing efficiency** via lowered cost of ticket acquisition and more consistent engagement with customers and prospects.