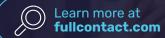
FullContact

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





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.