



# Unifying Your Fragmented Customer Data in Real-Time with **Resolve**

# Improve your marketing effectiveness with 1:1 views of your customers, prospects, and users.

Every brand has the same challenges connecting their customer data—people represent themselves differently as they engage with your brand.

They may call your call center on their business or home phones, make an appointment and provide a street address, follow you on Twitter, download your mobile app (providing their Mobile Ad ID), or they could opt-in to your loyalty program using their business or personal emails. Resolve links those representations into a whole person, including business and personal identities.



**According to Deloitte Digital, companies average 17 customer-data applications, with an average of 28 different data sources used for generating customer insights and engagement.**

Source: <https://www.deloittdigital.com/us/en/offerings/customer-led-marketing/advertising--marketing-and-commerce/hux/how-to-win-on-customer-experience.html>



## Consistency Through Persistency

Identify people for consistency in messaging and customer experience, across all channels in real-time.



## Improve Customer Loyalty

Understand the whole person, even from the fragments of information in siloed data.



## Media Optimization

Merge and deduplicate your records, so you can be confident you're not wasting spend or repeating messaging.

## FullContact's Resolve

**FullContact's Resolve** empowers you to unify all pieces of your fragmented customer, prospect, and user data to an individual.

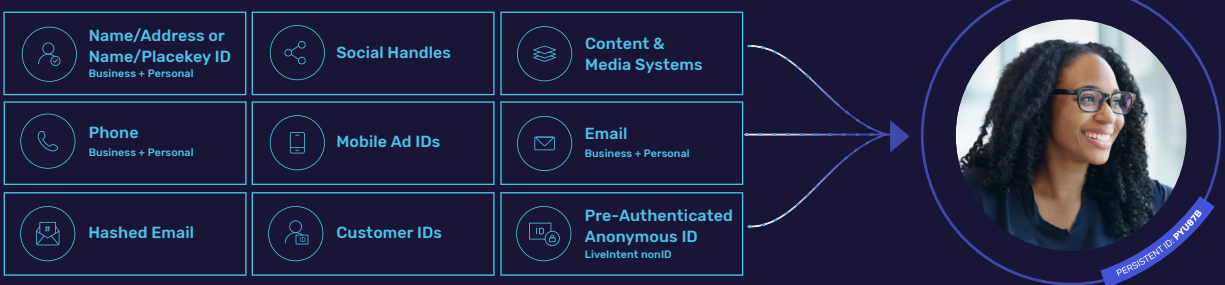
Improve campaign efficiency and messaging to consumers while providing a memorable customer experience. All in real-time via API.

## How It Works

**Mapping Identities:** Using your databases of customer information, fragmented and siloed inputs are mapped to individuals. Each matched record is tied to a persistent identifier at the person level.

**Connecting and Optimizing:** Use that persistent Person ID to merge or deduplicate your datasets, connect datasets across your enterprise, message consistently, and query FullContact for additional information about that person. Or you can use the Person ID as an anonymous ID in the AdTech/MarTech ecosystem for measurement and optimization.

Link fragments of identifiers to an individual person. Use any combination of your fragmented or complete identifiers.



We match to an individual and assign a persistent Person ID.

## There Are Endless Uses Cases When Leveraging Resolve



### **Consistent Customer Experience**

If you have fragments of customer information on various platforms, it's highly likely that your messaging is not what you intended. Resolve gives you the ability to communicate with your customers and prospects in a consistent voice, giving them the best possible experience with you.



### **Unify Customer and Prospect Data**

The average business has 17 different data sources for customer insight and engagement. When you have a persistent identifier across your databases, regardless of platform, you can combine customer or prospect records into a complete, whole-person view. This reduces wasteful, duplicate spend on advertising.



### **Persistent ID for Omnichannel Measurement**

Third-party cookies are in decline; the need to measure the effectiveness of marketing messaging & advertising campaigns is not. Your PersonID empowers you to measure online, offline, and cross-device IDs during campaigns to optimize for effectiveness—from exposure to conversion.



### **Securely Share Your Data Across Platforms**

When you've mapped your contacts to a persistent ID, that PersonID is all you need to use across your ecosystem, including AdTech and MarTech platforms. This gives you the power to track customers along their journey without transferring sensitive information.



### **Privacy Legislation Compliance: CCPA and Beyond**

When legally required data requests come in, you can be confident you're sharing the data you've gathered, in a simple, streamlined way. This will give you the ability to respond within legislated timelines and with all the requested information.



*Amplify your ability to recognize and reach real people by **3X**.  
Or it's on us. **Guaranteed.***

## **Real People**

Access and map fragmented physical and digital identities into a **persistent PersonID from a single graph**. Omnichannel input and outputs.

- **248 Million People**
- **50 Billion** Individual Omnichannel Identifiers
- **700+** Ethically Sourced Personal and Professional Attributes

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## **Real Control**

Leverage your **FullContact Private Identity Cloud™** to protect & control your first-party data across your enterprise. Enable permission-based partnering without commingling data.

Port the **PersonID** across your ecosystem improving targeting, reach, recognition and measurement.

Manage **privacy and permission at a person level** at every touchpoint.

- **SOC2 Type II Compliant**

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## **Real Time**

Recognize people across platforms and engagement **in the moments that matter**.

Leverage our machine learning, applied graph theory, and distributed computing to **improve resolution**.

**High availability, high throughput**, and resilient low latency architecture.

- **30+ Million** Updates per Day
- **40 Millisecond** Response Time

*If you're interested in learning more about FullContact  
Resolve, you can talk with an expert at  
[fullcontact.com/contact](https://fullcontact.com/contact)*