

CASE STUDY

Unification of Multiple Customer Records

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.



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***



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.



Results

We provided a single persistent and portable PersonID for each individual, connecting on and offline identifiers, cross-channel engagements, and transactions, enabling 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.