Data Onboarding

Leverage your first-party data to rapidly manage digital activation, better understand your customers, amplify your media, and improve your measurement.

To maintain a competitive advantage, companies need to focus on their first-party data for targeting and measurement.

Most brands' first-party data is fragmented, adding to the challenge of marketing efforts. FullContact empowers marketers to link fragments of identifiers to individuals, create incremental media touchpoints, produce the most relevant 1:1 messaging, and measure the true impact of marketing.

Onboard First-Party Data
Link complete or fragmented identifiers to an individual person.

Amplify Media Reach
Incremental touchpoints to increase omnichannel reach.

Understand the Whole Person
Detailed insights to create more relevant and personalized 1:1 messages.

Measure Omnichannel Performance
Quantify the true impact of marketing including cross-device, multi-email, and offline.

It's not enough to just translate offline identifiers into a mobile ad ID (MAID) or hashed email. You have to be able to take those fragments and combine them into a consolidated record of the whole person. And when you have that consolidated view, you need to understand who that person is, what their demographics are, and what they're interested in, so you can personalize your messaging.

You also need to ensure you have multiple points of contact, to increase the likelihood that they'll receive your marketing messages precisely where you intend to reach them.

Finally, you need to be able to measure the effect of ad exposure on conversions—right back to the person-level where you started. And you should be able to get the information you need in real-time, at the speed your customers make buying decisions.

> 87% of our Mobile Ad IDs have a 0-12 month recency, and none are older than 18 months.

Brands have the opportunity to partner with identity solution providers to:

- Populate fragmented identities

- Increase insights for improved segmentation and personalization

- Amplify anonymous and pseudonymous identities to maximize activation

- Offer data measurement capabilities to track their best customers across their journey, off and online

Introducing FullContact's Data Onboarding Solution

Magnify your onboarding experience with this highly efficient, privacy-safe, and scalable solution. Designed to allow you to rapidly manage digital activation and engage each unique customer wherever they are online, using the most recent Mobile Ad IDs and hashed emails—with the security you expect and your customers deserve.

Improve Your Data
Focus on first-party data which improves targeting accuracy and gives you insight into your customers and prospects.

Real-Time Onboarding
We provide data onboarding in real-time through our API or in 24-hours or less for batch files.

Activate on Your Preferred Platforms
Reach customers and prospects wherever they are using anonymized identifiers.
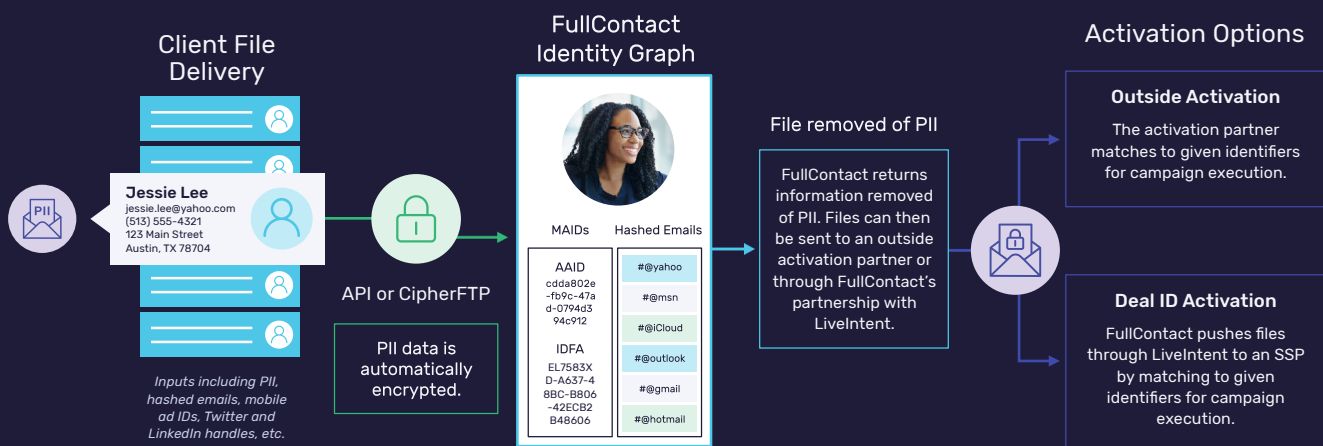
FullContact's Data Onboarding Solution eliminates the need to build and maintain your own tools — while bringing capabilities that add value.

How It Works

FullContact can onboard offline data to online digital identifiers in real-time using highly secure, privacy-compliant methods.

We process your files through our pipeline by matching your supplied data to profiles within our robust Person-Centered Graph.

We then enrich the records with as many MAIDs and/or hashed emails as we can find on a profile (on average 5). We can append customer insights to the records for additional segmentation. Then you can onboard all records to your platforms of choice, bringing your exposure and conversion files together to measure impact.

Client File Delivery

Jessie Lee
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(513) 555-4321
123 Main Street
Austin, TX 78704

Inputs including PII, hashed emails, mobile ad IDs, Twitter and LinkedIn handles, etc.

API or CipherFTP

PII data is automatically encrypted.

FullContact Identity Graph

MAIDs
AAID
cdda802e -fb9c-47a d-0794d3 94c912
IDFA
EL7583X D-A637-4 8BC-B806 -42ECB2 B48606

Hashed Emails
#@yahoo
#@msn
#@iCloud
#@outlook
#@gmail
#@hotmail

File removed of PII

FullContact returns information removed of PII. Files can then be sent to an outside activation partner or through FullContact's partnership with LiveIntent.

Activation Options

Outside Activation
The activation partner matches to given identifiers for campaign execution.

Deal ID Activation
FullContact pushes files through LiveIntent to an SSP by matching to given identifiers for campaign execution.

FullContact

fullcontact.com

The Benefits of Onboarding

Take First-Party Data and Activate Online

Onboard First-Party Data

Link complete or fragmented identifiers to an individual person to reduce waste in media programs. We match on the person-level, not cookies, devices or households—so you know you're reaching the correct individuals. Create audiences using your criteria and activate on your preferred platforms, while measuring person-level performance.

Amplify Your Media Reach

You want the most points of contact for your customers and prospects to ensure you're reaching them digitally and on mobile. By adding incremental touchpoints, you increase your omnichannel reach.

Start with fragments of PII (name/address, name/Placekey ID, phone numbers, email, etc), then we match these identifiers to contact information within our Identity Graph, and amplify your reach with MAIDs and hashed emails—with an average of 5 identifiers per person. And 87% of our MAIDs are from the last 0-12 months, and none are older than 18 months so you know you're accessing up-to-date data.

Understand the Whole Person

Access hundreds of marketing attributes about a person to identify the individual person from the billions in the Identity Graph. Our graph consists of identifiers, including names, postal addresses, Placekey IDs, raw and hashed email addresses, phone numbers, and Mobile Ad IDs (MAIDs). We connect data fragments of an individual to build a whole-person picture, which can be additionally enriched with Insights Bundles to create more relevant and personalized 1:1 messages.

Own Your Data

Amplified digital identifiers can be used and syndicated as needed. There's no need for monthly refreshes during campaigns; our identifiers are persistent, housed within your walls, and can be used repeatedly—empowering you to measure omnichannel performance, quantify your marketing strategies, and evaluate the impact.

Leverage Real-Time Translation

Move at the speed of your customers' needs and maintain privacy peace of mind with a SOC 2-certified partner. Get real-time response with the API or batch files in 24 hours or less. Outputs can include hashed emails, MAIDs, and more.

There are endless use cases when leveraging data onboarding.

Incremental Reach Beyond First-Party Data with Amplified Identifiers

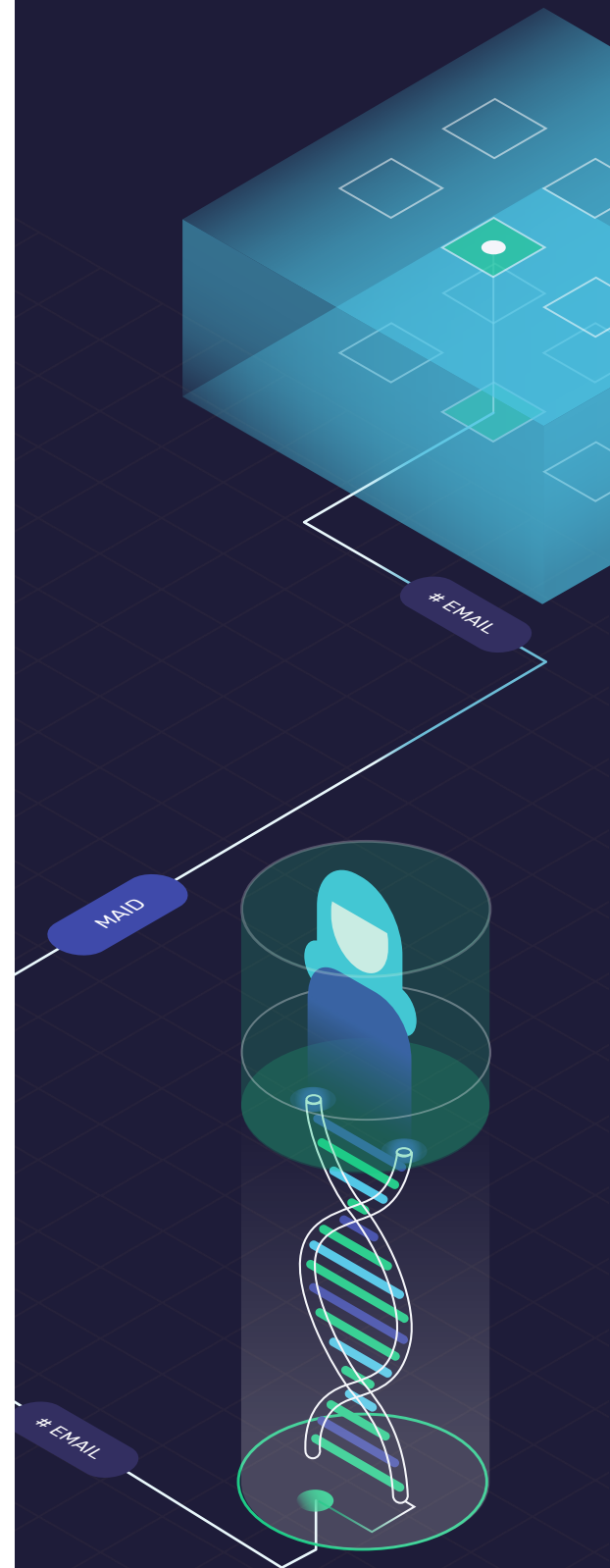**Improve Efficiency and Accuracy of Media Strategies**

Digital Display Targeting

Walled Garden Targeting

Add a Digital Strategy to Your Direct Mail Campaign

Segmentation and Personalization

EMAIL

MAID

EMAIL

FullContact

FullContact

*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

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**

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's Data Onboarding capabilities, you can talk with an expert at fullcontact.com/contact