



# Omnichannel Measurement

Quantify the True Impact of  
Your Marketing Spend

Today's marketing measurement isn't built for the marketer, it's built for the platform. And unfortunately, platforms don't account for your other marketing activities. Platforms also lack transparency, and are designed to make you re-invest. As a marketer, you face numerous challenges with measurement, including the proliferation and opaqueness of walled gardens, the continuous decline of third-party cookies, and the lack of a true, omnichannel marketing platform.

*We've changed the game by linking offline and online identifiers, including hashed emails, mobile advertising IDs (MAIDs), phone numbers, postal addresses, social handles, and integrations with cookie-based platforms.*

## Discover FullContact's Omnichannel Measurement Solution

FullContact's Omnichannel Measurement empowers a common identity framework across your entire ecosystem with a truly integrated measurement solution. We provide a persistent PersonID as that common thread, enabling you to capture and map interactions at every step of the customer journey.

By identifying people across touchpoints, you can:

- Own your measurement, and tie it back to your segmentation.
- Own your attribution rules.
- Create a real-time feedback loop for faster optimization.



### Know Your Impact

Quantify the true results of your marketing by mapping all customer interactions to a persistent PersonID.



### Real-Time Access

Our easy-to-integrate API means you can get the answers needed to optimize every campaign in milliseconds.



### Own Your Data

Take control of your campaign results with a persistent ID that can map to all of your platforms.

# How We Approach Omnichannel Measurement: Capture, Measure, and Analyze in Real-Time

## Tie It All Together

Our common identity framework is powered by real-time Identity Resolution. Throughout the customer's journey, you can capture and map all interactions back to that customer through the PersonID -- as they're happening.

## Measurement Embedded in Your Walls

Since this PersonID maps to your platforms, you own the measurement. A real-time feedback loop enables faster optimization, so you can aggregate granular event-level data for media mix modeling.

	Match an Individual to a Persistent ID	Attach Mobile Ad IDs, Hashed Email, Persistent ID for activation	Impressions and conversions are tied back to the Persistent ID	Reports linking Customer ID and Persistent ID provided to client for measurement														
SOLUTION	 <p><b>Jessica Lee</b> jessie12@gmail.com Customer ID: 45239</p> <hr/>  <p>PersonID: 99GAJFLH64...</p>	 <p>MAID: EA7583CD.. PersonID: 99GAJFLH64...</p> <hr/>  <p>Hashed Email: 4F64C8B.. PersonID: 99GAJFLH64...</p>	<table border="0"> <tr> <th>Impression</th> <th>Transaction</th> </tr> <tr> <td>Timestamp</td> <td>\$ amount</td> </tr> <tr> <td>Campaign ID</td> <td>876 Oak St.</td> </tr> <tr> <td>Publisher ID</td> <td>Denver, CO</td> </tr> <tr> <td>DSPID</td> <td>80202</td> </tr> <tr> <td>↑</td> <td>Customer ID:</td> </tr> <tr> <td>PersonID (99GAJFLH...)</td> <td>45239</td> </tr> </table>	Impression	Transaction	Timestamp	\$ amount	Campaign ID	876 Oak St.	Publisher ID	Denver, CO	DSPID	80202	↑	Customer ID:	PersonID (99GAJFLH...)	45239	 <p><b>Jessica Lee</b> jessie12@gmail.com 876 Oak St. Denver, CO 80202 'Best Customer' Female No Children Customer ID: 45239 MAID: EA7583CD.. Hashed Email: 4F64C8B...</p>
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BENEFIT	A <b>persistent ID</b> is your unique link to tie exposure to conversion at the person level.	<b>Persistent ID</b> acts like your customer ID, but in a privacy-complaint, highly secure method that can be used externally.	Move away from measuring marketing's impact on browser and device IDs. <b>Measure impact on real people.</b>	<b>Understand</b> how well your marketing has performed and see what your customers' <b>omnichannel journeys</b> really look like.														

# The Benefits of FullContact's Omnichannel Measurement Solution:

Integrated Omnichannel Measurement requires a common identity framework across your sales and marketing ecosystem. This empowers you to confidently navigate marketing channels, fleeting cookies, and a lack of integrated platforms.

## Multi-Touch Measurement and Attribution

With over a billion identities in our graph, you can see an individual across media ecosystems, first-party events, devices, and channels. Perform true multi-touch measurement.

## Real-Time Access

Get updates in milliseconds through our API to continuously optimize your marketing investments.

## Easy to Integrate

Smoothly integrate with our self-serve API--no risky Personally Identifiable Information, no cookies, and no tags.

## Your Measurement in Your Walls

One persistent PersonID maps to all of your platforms. You control the measurement and attribution models.



# All Across the Customer Journey

Continuously measure and analyze by capturing all interactions throughout your customer's journey and mapping them to the PersonID.

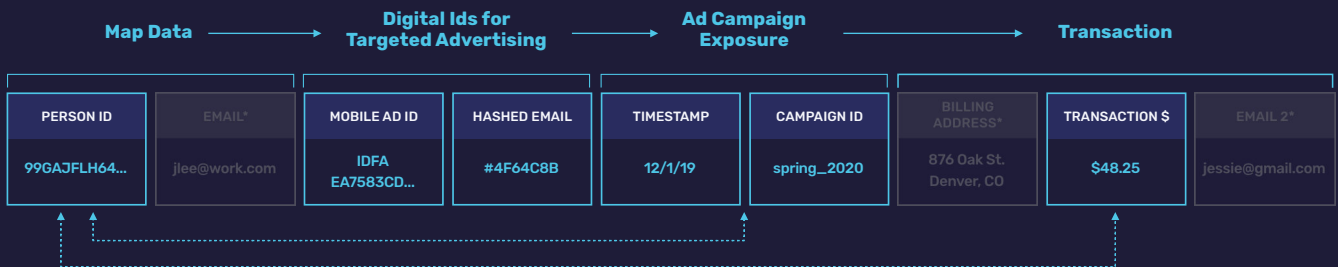
## Link to Sales Data

Resolve any engagement back to a PersonID, including transactions, conversions, connections, and more.



## Connect Every Platform

Wherever your data or your customer's data lives, connect it with our ubiquitous PersonID for any analytical application.



*\*Dropped from analysis table to follow privacy guidelines*



*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's Omnichannel Measurement capabilities, you can talk with an expert at [fullcontact.com/contact](https://fullcontact.com/contact).*