



# Real-Time Insights

Create the Best Customer Experience and Improve Your Conversions



A person is more than just an email address that subscribes to your monthly newsletter, a phone number that calls into support, or a Mobile Ad ID that recently downloaded your app.

Even if you have one of the identifiers above, do you really know the person? An email address is more than an email--it has a gender, income, age, and household status. If you're worried about fraud, how do you confirm you're engaged with a real person? If you engage with an inbound lead who only provides a fragment of information, how do you connect that to a real person to better qualify them or provide them with a more personalized offer?

People are unique with their own set of insights that make them who they are. And what makes them who they are today might be different 90 days from now.

To truly connect to someone, you need to access a variety of accurate, person-level insights to deepen your insights in *real-time*. This empowers you to understand the whole person and market to your customers and prospects the right way, as people.

## Discover FullContact's Real-Time Insights

Real-Time Insights enable you to deliver a meaningful brand experience and drive higher conversions by understanding the whole person behind a single identifier in real-time. By sending a personalized message at the right time, people will feel understood and appreciated, driving deeper, more authentic brand engagements, greater loyalty, higher LTV, and improved ROI.



### Real-Time Access

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



### Ethical Sourcing

Our unparalleled scope of data sources provides a breadth and depth of information that is permission-based, in accordance with the highest ethical standards.



### Increase Your Accuracy

Create the whole-person view by enriching your identifiers with up to 756 data attributes creating a multidimensional perspective.

# How We Approach Real-Time Insights


## Immediately Improve the Customer Journey

### Multi-Field Request

Query our API with any identifiers you already have--name/address, name/Placekey ID, phone (business and personal), email (business and personal), hashed email, social handles, and Mobile Ad IDs to create a whole person view.

### Enriched Response

We use these identifiers to locate and return any additional insights we may have.



<b>INDIVIDUAL</b> Age, Gender, Occupation...	<b>EMAIL ADDRESSES</b> jessie12@gmail.com, jessie.lee@yahoo.com, jlee@work.com	<b>EDUCATION</b> Degree, University Name...
<b>LIFESTYLE</b> Hobbies, Interests...	<b>PHONE NUMBERS</b> (512) 553-4432 +1 (800) 555-4232	<b>AUTO</b> Make, Model, Year...
<b>FINANCIAL</b> Wealth, Income, Credit...	<b>ADDRESS &amp; PLACEKEY ID</b> 34 Main Street, Austin, TX 78704 123 Business Address, Austin, TX 78702 227-223@5vg-82n-pgk	<b>PURCHASE</b> Beauty, Health, Electronics...
<b>HOUSEHOLD</b> Children, Home Type...	<b>PHONE NUMBERS</b> AAID: Cdda802e-fb9c-47ad-0794d3... IDFA: EL7583XD-A637-48BC-B806...	<b>SHOPPING BEHAVIOR</b> Catalog, Mail, Online, In store...
<b>LOCATION</b> Neighborhood	<b>SOCIAL HANDLES</b> Twitter: @jessielee linkedin/in/jessie.lee	<b>TRAVEL</b> Loyalty, Luxury...
<b>COHORT</b> Millennials, Senior Citizens...	<b>PRE-AUTHENTICATED ANONYMOUS ID/WEB IDENTIFIERS</b> 359503849%7CMC...	<b>PROFESSIONAL</b> Occupation, Title, Photos...
<b>ENERGY &amp; UTILITIES*</b>		<b>NOT FOR PROFIT*</b>
<b>HEALTHCARE*</b>		<b>RESTAURANT*</b>
<b>MEDIA &amp; ENTERTAINMENT*</b>		<b>TECHNOLOGY &amp; COMMUNICATION*</b>

\* Vertical specific bundles

# The Benefits of Real-Time Insights

Drive deeper, authentic brand engagement, greater loyalty, higher LTV, and improved ROI with unique 360° insights.



## Real-Time Updates

With over 30 million updates each day, we ensure your messaging is relevant in every interaction. We deliver insights using real-time API to immediately impact the brand experience and customer journey.



## Ethical Sourcing

In accordance with the highest ethical standards, our unparalleled scope of data sources provides a breadth and depth of permission-based information.



## Multi-Field Enrichment

Enrich your records whether you have a single identifier (i.e. email address) or multiple identifiers for an individual. Gain maximum accuracy and the highest level of confidence in a single API call.



## Known Leader in Data Accuracy & Quality

We continuously validate, benchmark, and improve on the linkages within our graph to ensure all insights returned are of the highest quality and accuracy.

## Discover the Whole Person

Critical insights to anticipate needs and provide a more personalized 1:1 experience.

### Improve Account-Based Marketing Results

Target specific markets, companies, or individuals within a company to improve your account-based marketing ROI.

### Enrich Leads

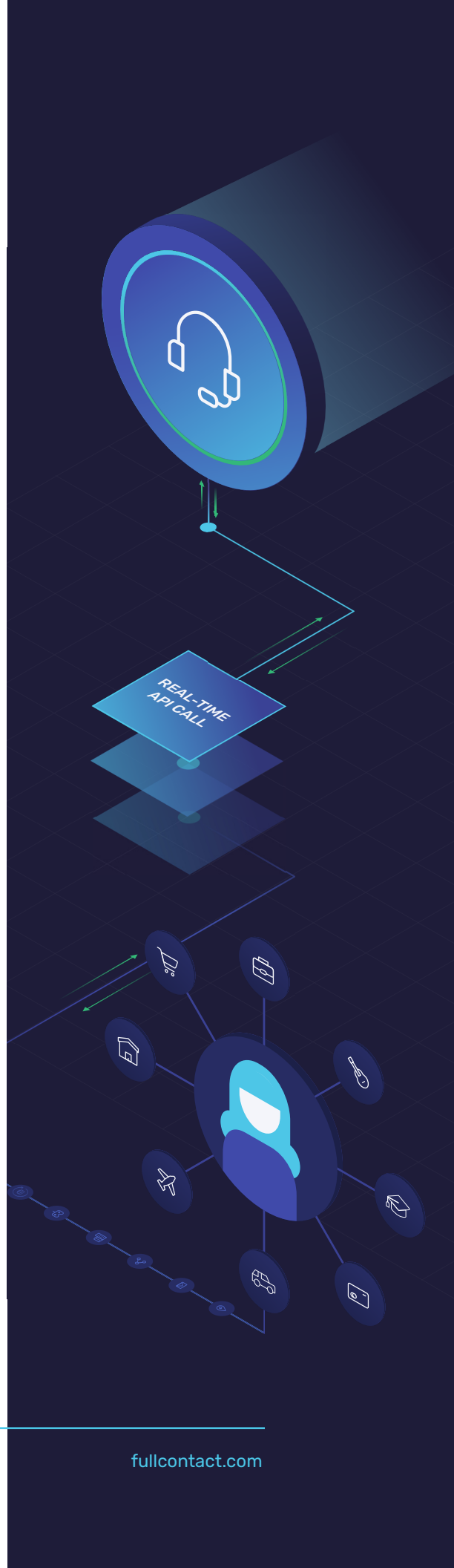
Increase sales and customer lifetime value through multi-dimensional insights encompassing both consumer and professional dimensions.

### Empower Your Agents

Arm customer support personnel with insights that personalize communication by turning any combination of email, phone number, physical address, or Mobile Ad ID into a complete, accurate whole-person profile.

### Prevent Fraud

Verify the person behind the purchase, transaction, or business request. Augment security protocols and streamline processes.





*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  
Real-Time Insights capabilities, you can talk with an  
expert at [fullcontact.com/contact](https://fullcontact.com/contact)*