

CASE STUDY

Amplifying Reach and Optimizing Delivery for Digital Advertising Campaigns

Challenge

A **large trade association** was having difficulty reaching people on a popular social media site. They felt their data onboarding efforts were not delivering their messaging as well as they should have been.

Using the industry-standard data onboarding methods, they were only able to reach 34% of their intended audience on the social media site.



FullContact increased the trade association's reach by over 40% and increased response rates by 17%.

FullContact lived up to our **Brand Guarantee** by helping the trade association recognize and reach their target audience by **3X**.



Solution

By using a combination of **FullContact's Data Onboarding, Media Amplification** and additional data insight solutions, the trade association was able to onboard online and offline data, while gaining additional email addresses, Mobile Ad IDs, and hashed emails to further extend their media reach.



Results

Reached an Incremental 40% of their intended audience.

Additional consumer insights resulted in improved segmentation and a **17% increase** in response rate.