



Case Study: Creating Stronger Relationships by Recognizing and Reaching Online Visitors

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FullContact was easy to implement into our existing workflows, helping us serve our current customer base with better experiences through customer recognition.”

Director of Marketing,
Leading SaaS Provider



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? Challenge

A leading SaaS provider was having difficulty **understanding the identity of visitors** coming to their website. Specifically, they had trouble determining who was a returning customer vs. who was a prospect.

At the same time, the company needed **better insights to feed into a lead scoring model** to determine the potential value of a prospect.

Additionally, they wanted to focus their remarketing dollars and drip campaigns on the highest-scoring leads by reaching them on as many channels as possible.

⚙️ Solution

Using FullContact's **Customer Recognition**, the SaaS Provider was able to resolve their customer and prospect files and tie website visitors to those files, so they can recognize who they're engaging with—driving growth and retention. They then leveraged **Enrich** and gained crucial insights that informed their lead scoring model, enabling their marketing and sales to focus on the best leads.

They also took advantage of our **Media Amplification** solution, gaining additional email addresses, mobile ad IDs, and hashed emails to extend their media reach for drip campaigns and remarketing. Additionally, their sales team leveraged LinkedIn URLs for personal outreach.

✓ Result

They were able to **recognize** and assign a PersonID to 40% of their incoming website traffic, which allowed them to determine 63% of web visitors are current customers and 37% are prospects.

By leveraging **Enrich**, the SaaS Provider was able to improve their prospect data. After matching and returning insights, sales engagement improved by 23% and close rates by 5%.

Our **amplification** provided an average of five additional identifiers per individual, increasing their media reach by **600%**.