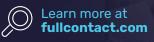


**Case Study:** Creating Stronger Relationships by Recognizing and Reaching Online Visitors

## 66

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



## 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.



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%**.