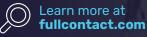**FullContact**

Case Study:
Suppress Existing Members from Acquisition Advertising

"

Suppressing existing health club members from acquisition advertising is our number one marketing priority."

**CEO of Agency,
National Health Club**

🔍 Learn more at
fullcontact.com

Challenge

A large health club had trouble **reconciling members and leads**.

They wanted to market to known, verified leads and suppress anyone who is, or had previously been a member.

Solution

FullContact unified more than **19 million records** to a persistent PersonID, found **9.4 million distinct people,** and added **29 million digital identities** to the member database.

This exposed significant overlap between lead and member files and duplication within each file as well as provided significant incremental media reach.

Result

Marketing budgets to leads were reduced by 80%, **saving over $2 million annually**.

Existing members were suppressed from acquisition campaigns, resulting in better member experiences.

FullContact added **29 million incremental touchpoints** to the member database.