



CASE STUDY

Creating Stronger Relationships By Recognizing and Reaching Anonymous Visitors

Challenge

A Leading SaaS Provider was having difficulty understanding the identity of the anonymous 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.



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

Director of Marketing
A Leading SaaS Provider

FullContact lived up to our Brand Guarantee by helping the SaaS Provider recognize and reach their target audience by 3X.



Solution

By using FullContact's Customer Recognition, the SaaS Provider was able to resolve their customer and prospect files and tie anonymous 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.



Results

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 5 additional identifiers per individual, increasing their media reach by 600%.