



CASE STUDY

Suppress Existing Members from Acquisition Advertising

Challenge

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

They want to market to known, verified leads, and suppress anyone who is, or has been a member.



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

**CEO of Agency
National Health Club**

FullContact lived up to our **Brand Guarantee** by providing 29 million incremental touchpoints and helping this National Health Club recognize and reach their target audience by **3X**.



Solution

We unified more than **19 million records** to a persistent personID.

We 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, duplication within each file as well as provided significant incremental media reach.



Results

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

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

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