



Case Study: FullContact Helps SMBs Achieve Identity Solutions in Less Than a Week



With FullContact available as a self-serve solution integrated with the SmartTouch® NexGen platform, our sales and marketing users have access to the most impactful workflows and limitless actionable data insights available in the industry.”

Robert Cowes, President & CEO,
SmartTouch® Interactive



Learn more at
fullcontact.com

? Challenge

SmartTouch, an Interactive Real Estate Marketing Agency, needed to **improve its CRM and marketing automation platform capabilities** in order to provide home builders and real estate developers with more robust data and integrated sales and marketing tools.

⚙️ Solution

By using **FullContact's direct tools**, SmartTouch was easily and immediately able to empower homebuilders and real estate developers to deliver a **more personalized experience** to their prospects and engage them in a more meaningful way.

Using a simple name/address input, **SmartTouch gained access to twelve categories of data**, including: mobile ad IDs, demographics, lifestyle, education, finance, shopping habits, and purchases.

By implementing a whole-person view of their contacts, sales and marketing teams were enabled to better understand homebuyer profiles, ensuring highly targeted sales and marketing communications and **higher conversions**.

☰ Result

SmartTouch enabled an entire **identity capability in less than a week**, increasing the speed of conversions from shoppers to buyers.