FullContact

Case Study:
Increased ROI for Advertisers, Increased Revenues for Publishers by Identifying Unauthenticated Site Visitors

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The team at FullContact are great collaborators on enabling us to think through and solve our most difficult and revenue-producing identity challenges."

EVP of Ad Platform Monetization

Learn more at
fullcontact.com

Challenge

A large publisher was seeking to offer a broader, more persistent, and targeted audience to their advertisers, increasing consumer relevance, advertising ROI, and publisher revenues.

Specifically, they wanted to identify, better understand, and increase audience reach to unauthenticated site visitors in real time.

Solution

Applying **FullContact's Customer Recognition solution**, the Publisher was able to Resolve **31%** of their unauthenticated traffic to their subscriber file.

In addition, our **Enrich** product provided a **96% increase** in audience insights via 15 categories of data.

We appended **700 million** hashed emails and mobile ad IDs to 140 million unique monthly site visitors.

Result

31% increase in highly addressable audiences.

The publisher **amplified their reach** across social channels **by 20%.**