



Case Study: Enterprise Brand Increased Advertising Revenues by 14%

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Our partnership with FullContact provided a pathway to meeting our company's top strategic initiative and data monetization goals.”

SVP, Data Monetization,
Leading Media Company



Learn more at
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? Challenge

One of the largest media companies desired **to increase their advertising revenues** by better understanding the person level attributes of their website traffic as well as determine who is already a subscriber.

49% of their **137 million monthly unique site visitors** were unauthenticated traffic.

⚙️ Solution

FullContact designed a first-party data solution to:

Apply our **Resolve** and **Customer Recognition** products, unifying their subscriber file with website visitors. FullContact provided a **44% increase** in linking contact fragments to the subscriber file and mapped **38%** of their web visitors to their subscriber file.

We were able to **Enrich 88%** of the website traffic with demographic data, enabling improved audience segmentation and personalization.

We applied **Media Amplification** to their subscriber file and audiences, providing hashed emails and mobile ad IDs. This provided them with a **5X exponential media reach** across their platforms, creating greater omnichannel inventory for monetization.

📋 Result

The Publisher mapped more than 42 million unauthenticated website visitors to their subscriber file, **increasing ad revenue to the enterprise by 14%**.

They **gained monetizable insights** (across 12 categories of data) on **6 million** monthly website visitors.

They gained an average of **5.2 additional identifiers** on **126 million people**, totalling **655 million hashed emails and mobile ad IDs** to increase their media reach.