

CASE STUDY

Increased Subscriber Monetization

Challenge

A Leading Publisher wanted **to significantly increase their advertising revenues** by better understanding person attributes of their anonymous website traffic and determining who is already a subscriber.

Their monthly unique site visitors is **137 million--49%** of which is anonymous traffic.



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

SVP, Data Monetization
A Leading Publisher

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



Solution

FullContact designed a tiered strategy:

First, we applied our **Resolve** and **Customer Recognition** solutions, unifying their subscriber file with any anonymous web traffic. FullContact provided a **44% increase** in linking contact fragments to the subscriber file and mapped **38%** of their anonymous 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.

Finally, we were able to **Amplify** their entire subscriber file and anonymous audiences with hashed emails and Mobile Ad IDs. This provided them with **5X exponential media reach** across their platforms, creating greater omnichannel inventory for monetization.



Results

The Publisher mapped **more than 42 million anonymous 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 anonymous 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.