

FULLCONTACT + OPTIMIZEZY:  
BETTER TOGETHER

# Go Deeper with Real-Time Personalization

FullContact's Optimizely integration enables a **360-degree view of the customer**, empowering marketers to identify people across touchpoints and personalize the customer's online journey in real time. Exceed expectations and create richer communications by leveraging **10 billion offline and online identifiers** and **700+ person-level insights** found within FullContact's identity graph.



Measure Your  
Impact on People,  
Not Browsers



Recognize up to  
80% of Anonymous  
Site Traffic



Improve  
Personalization  
with Insightful Data



## Unlock the Power of Persistence to Personalize in Real Time

People want personalized experiences. This requires consistent communication across channels and a deep, dynamic understanding of the person behind the screen.

FullContact's obfuscated personID (PID) is a persistent identifier that maps to each customer data fragment. By resolving unknown site traffic to an omnichannel PID, marketers can drive conversion against net new prospects and build out enriched, actionable personas regardless of device. Craft customized messaging for real people—not browsers.



**Improve analytics, segmentation, and measurement in real time.** FullContact's data intelligence integrates seamlessly into Optimizely's platform, offering marketers complete control over customer and company data while unlocking real-time personalization and optimization capabilities.

## Ask us how FullContact + Optimizely can help you:



Recognize up to 80% of anonymous traffic in real time



Gain deeper insights about your customers



Protect customer data with FullContact's PersonID



Easily integrate into Optimizely's CDP



[Learn more about FullContact's Optimizely integration and talk with an expert today: \*\*fullcontact.com/contact.\*\*](#)