



A Marketing Guide for Uncertain Times

Creating a Path Forward with
FullContact Resolve for Snowflake

In today's economy, inflation has ramped up the cost of salaries, benefits, the supply chain, and customer acquisition – driving down consumer spending. Yet, marketing departments face frozen or significantly reduced budgets with increasing expectations to deliver against the same KPIs. To overcome this, data-driven marketers must lean into their existing customer data now more than ever.

Identity Resolution: Creating the Path Forward

To overcome challenging times in the past, marketers relied on book-ending print with digital communications and utilizing social media as the main lever to reach their existing customers. Today's lever is more extensive, comprehensive, and easier to implement.

Today's lever is Identity Resolution.

Brands today have started integrating identity resolution into their tech stack to gain a better understanding of their existing customers, extend the reach of their messaging, better personalize, and improve measurement across marketing channels.

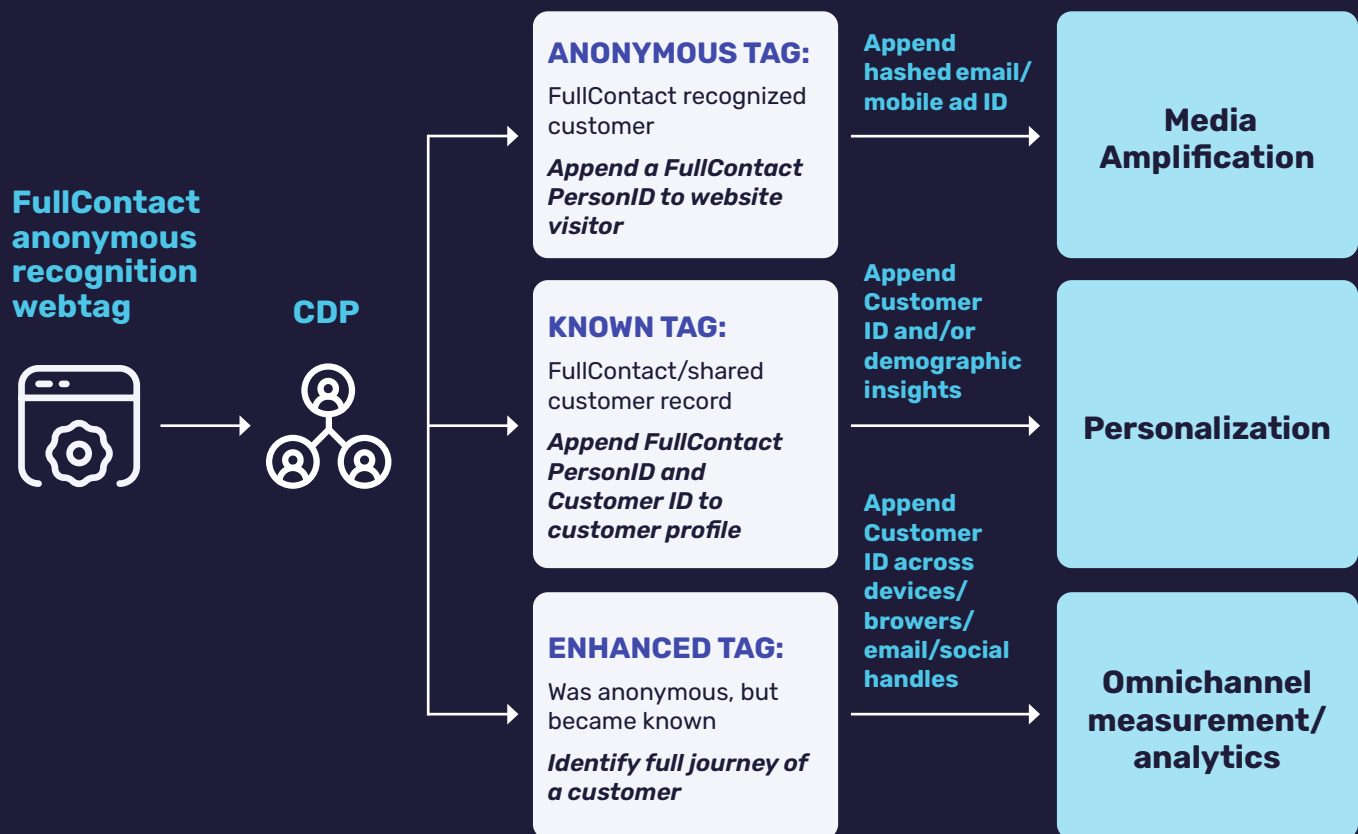
FullContact Resolve for Snowflake unifies data and drives consistent experiences through a person-level view of your customers. To understand how this works, let's first look at the economics of identity resolution.



Understanding the Economics of Identity Resolution

FullContact Resolve empowers you to unify all pieces of your fragmented customer, prospect, and user data to an individual in a single platform. By better leveraging your first-party data, you can reduce costs, reduce complexity and improve customer outcomes.

This powerful Identity Resolution solution breaks down silos of data, unifying internal disparate customer databases that include transaction files, email files, and more. Now armed with **a single personID** that identifies and resolves duplicate and poor records to one ID, you can connect with and engage customers using all the identities they use when they engage with their many platforms.



Unify Your Customer Data to Unlock True Persistence

✓ **Persistence empowers omnichannel measurement on your terms.**

Third-party cookies are in decline, but the need to measure the effectiveness of marketing messaging and advertising campaigns is not. **FullContact Resolve for Snowflake** maps anonymous traffic into a persistent PersonID to offer you a unified view of your website traffic.

We focus on identifying people across touch points to enable true measurement. Your persistent PersonIDs leverage our extensive graph, containing over a billion identities to empower visibility across media ecosystems, first-party events, devices, and channels. You control the measurement and attribution models for online, offline, and cross-device IDs during campaigns to optimize for effectiveness — from exposure to conversion.



A leading subscription service, experienced a 14% increase in its Return on Ad Spend, made possible by mapping more than 42 million anonymous visitors to its CDP and leveraging the resulting insights and personalization.

Reduce Complexity. Power Conversions

✓ **Identifying duplicate records reduces waste and powers conversions.**

The average business has 17 different data sources for customer insight and engagement. Customers may call your call center on their business or home phones, make an appointment and provide a street address, or they could opt-in to your loyalty program using their business or personal emails.

FullContact Resolve for Snowflake unifies these representations and various record IDs into a whole person, resolving business and personal identities.

Shrinking the size of a list may sound counter-intuitive to those who have spent years in marketing, but when a list consists of multiples of the same person or individuals that were supposed to have received other campaigns, the dollars spent reaching them are dollars wasted. Think entry-incentive ad campaigns going to an already loyal customer's account just because they accessed the website using their phone instead of their usual laptop. This is inconsistent and a wasted discount!

When you have a persistent identifier across your databases, regardless of platform, you can merge or deduplicate your datasets, connect datasets across your enterprise, message consistently, and query FullContact Resolve for Snowflake for additional information about that person. This reduces wasteful, duplicate spending on advertising.

Improve Customer Experiences with Enhanced Recognition

✓ **Personalization through enhanced customer recognition delivers excellent returns.**

Efficiently guiding your visitors to the correct page is essential, but if you only have fragments of customer information, your messaging is probably not what you intended. By identifying your anonymous website or app visitors and connecting them to an existing customer profile, you can create personalized messaging and customer experiences. Fuel your decisioning and optimize your marketing campaign models with insights from your customers' recent site behaviors.

FullContact Resolve for Snowflake empowers consistent communication with your customers and prospects, giving them the best possible experience with you.

Real people provide the foundation for FullContact's customer recognition capabilities, helping you improve targeting, reach, recognition, attribution, and measurement regardless of device, channel, or cookie. Our Javascript-based anonymous recognition solution resolves authenticated and unauthenticated visitors to a personID, a persistent omnichannel identifier.

Your Data Never Leaves Snowflake

✓ **Maintain complete control of your data and its use without sharing PII.**

Once you map your contacts to a persistent ID, that personID is all you need. When legally required data requests come in, you can be confident you're sharing the data you've gathered in a simple, streamlined way.

A fully integrated solution within Snowflake's Data Cloud, with **FullContact Resolve for Snowflake**, you maintain complete control of your data without sharing personally identifiable information (PII) across partners. Your data stays in Snowflake, not another customer data silo. Accelerate collaboration and increase security while focusing more on analyzing your data and less on management, maintenance, and tuning.

What do marketers love most about this solution?

How easy it is to implement! With **FullContact Resolve for Snowflake**, you can resolve disparate customer and prospect databases by overlaying partner data within Snowflake's controlled environment. You'll gain additional person-level insights that measure marketing investments and offer a deeper understanding of your customer segments. Focus less on data quality and more on delivering an optimal customer experience to your most engaged customers!

First-party data

BRAND A

BRAND B

FullContact Identity Streme™ private cloud

Audience

Consented output

Insights





Amplify your ability to recognize and reach real people by **3X**.
Or it's on us. **Guaranteed.**

Learn more about FullContact and talk with an expert today at
fullcontact.com/contact

Real People

Access and map fragmented physical and digital identities into a **persistent PersonID from a single graph**.
Omnichannel input and outputs.

- **248 Million** People
- **50 Billion** Individual Omnichannel Identifiers
- **700+** Ethically Sourced Personal and Professional Attributes

Real Control

Leverage **FullContact Identity Streame™** to protect & control your first-party data across your enterprise.
Enable permission-based partnering without commingling data.

Port the **PersonID** across your ecosystem improving targeting, reach, recognition and measurement.

Manage privacy and permission at a person level at every touchpoint.

- **SOC2 Type II Compliant**

Real Time

Recognize people across platforms and engagement **in the moments that matter**.

Leverage our machine learning, applied graph theory, and distributed computing to **improve resolution**.

High availability, high throughput, and resilient low latency architecture.

- **30+ Million** Updates per Day
- **40 Millisecond** Response Time