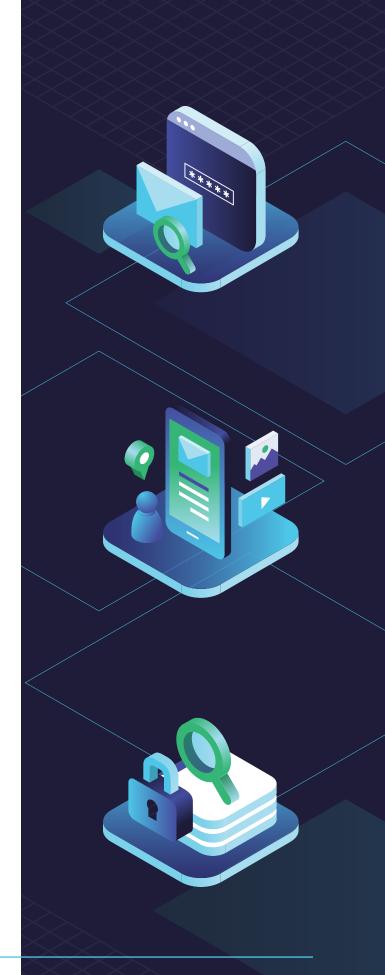# Amplify your Media Reach by 3X

Mastering Modern Marketing with HEMs & MAIDs

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Hashed email addresses (HEMs) and Mobile Ad IDs (MAIDs) are important pieces of the modern marketing puzzle. Because mobile activity isn't effectively tracked with cookies, businesses are transitioning to HEMs and MAIDs to deliver personalized, engaging ads to their customers. These persistent identifiers protect personal information, increasing trust and strengthening the relationships you are working so hard to build.
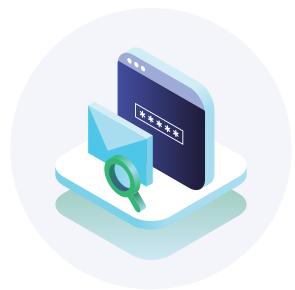
But what exactly are HEMs and MAIDs, and how can FullContact for Snowflake help you get the most value from these identifiers?

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What's a Hashed Email?

Radicati Group conducted a research study and found the average person has 1.75 email addresses. "Hashing" describes taking standard email addresses and encoding them using a cryptographic hashing function. This process creates an obfuscated string of characters, or hash, that now represents the email. Each hash has a fixed number of characters, depending on the type of hash function used, and is considered to have a 1-to-1 mapping to an email.

The Power of Persistence

Hashed emails have become the linchpin in personalized marketing. As concerns grow about the forthcoming deprecation of the third-party cookie, the discussion has shifted to how email hashing can work to better identify customers and prospects. Hashed emails are easily tracked through numerous devices and channels, and with successful Identity Resolution, HEMs are a highly dependable way of identifying users across devices.

- **Emails are consented to and privacy-compliant.**

- **Emails are persistent and do not change after creation.**

- **Emails are tied to an actual person.**

- **Emails are platform-independent for omnichannel targeting.**

Understanding MAIDs

Up to 70% of web traffic occurs on a mobile device. With people spending more than five hours a day on their devices, your ability to reach your desired audience depends on how well you can identify and connect with your customers where they are. If you already collect MAIDs, you need the ability to consolidate that information into usable, actionable data.

For example, you can avoid inappropriate messaging to your favorite customers by suppressing specific MAIDs from your advertising. Because they can be used in-app, MAIDs allow for better personalization of your interactions. MAIDs can also track in-app usage, helping you identify where your customers spend most of their time.

The Case for Consistency

A consistent brand experience depends on consistent messaging. MAIDs have a long lifespan, lasting about 7–8 months. This expands your opportunity for consistent engagement beyond the 7-day window typically found with using cookies. MAIDs remain persistent across application publishers and are set by the OS, not the browser. This removes the need for syncing and helps keep data accurate and timely.

MAIDs are the ID of choice for small screens.

MAIDs are easily accessible and easily integrated into AdTech platforms.

MAIDs streamline targeting through mobile apps.

MAIDs provide better targeting through rich data linked to user devices.

Why Media Amplification Matters

While cookies are limited to desktop and device IDs to devices only, HEMs and MAIDs can help stitch these identifiers together. **With FullContact for Snowflake, you gain an average of 5 additional hashed emails and mobile ad IDs per person, increasing your omnichannel reach by 5X.** As you gain additional identifiers through these incremental touchpoints, you increase your ability to find your audience on other platforms, increasing your return on ad spend. Plus, FullContact's hashed emails and mobile ad IDs can be reused campaign to campaign, as well as platform to platform, providing continuous ROI. Apply them across your enterprise or take them to any provider.
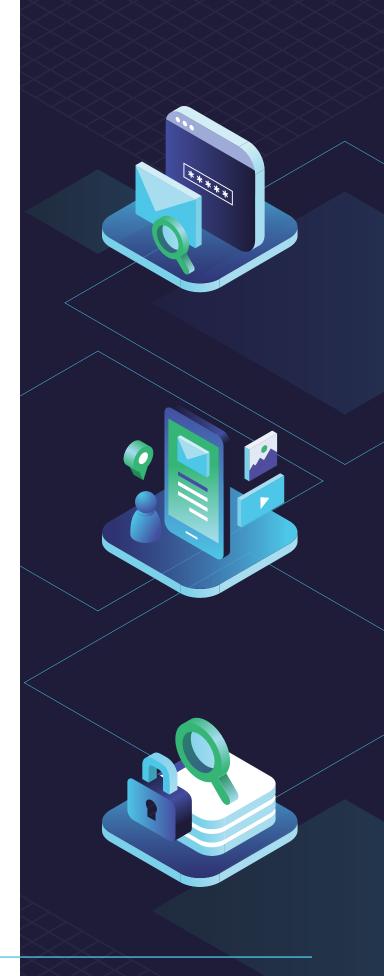
The Concern for Privacy

A direct relationship with the end customer is necessary for transparent communication about the permissions needed to gather data. For companies with strong first-party data, this process is simple. FullContact's Media Amplification integration is a native application that works within Snowflake's Data Clean Room, enabling real-time, privacy-safe data sharing that ensures proper governance of PII. Hashed emails help protect a person's identity and PII, establishing clear ethical and privacy boundaries in the noisy, fast-paced world of consumer data.

HEMs act as a privacy-safe, pseudonymous tracking mechanism across channels and devices, securely measuring engagements as a user logs in to a website, social media, or platform. Because users can reset their MAID, they maintain control over their usage and help protect their privacy. MAIDs place your message in front of the people who want to hear it. HEMs and MAIDs are the right choices for targeted marketing that adheres to ever-changing privacy legislation.

The FullContact Advantage

HEMs and MAIDs are digital, resolvable references linked to real people. They enable accurate mapping of the customer journey across channels and ensure privacy-safe sharing between partners. With a person-level view of your customers, you can drive data-driven decisions that amplify your reach and marketing efforts. But, leveraging HEMs and MAIDs requires knowledge and expertise. Data sets do not connect accurately when hashes are not executed properly, leading to HEM mismatches.

With FullContact for Snowflake, you can accurately link customer fragments to a real person to amplify your digital identifiers for optimal media performance. FullContact's data intelligence powers your ability to generate more revenue, reduce wasted ad spend, and increase your market presence through incremental touchpoints and enriched customer insights. Create personalized, targeted messages based on the insights you learn from your customers' online and offline behaviors. Unlock the power of persistent IDs to get the most from your marketing dollars.

FullContact

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

Talk to your Partnership Manager to learn more.
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 Streme™** 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