



FULLCONTACT MEDIA AMPLIFICATION FOR SNOWFLAKE

Creating More Connections Between People and Brands

Why Media Amplification?

FullContact for Snowflake is an application that builds an enriched, person-level view of customer data natively in the Snowflake Data Cloud. The application helps you connect with customers in more channels and extend your reach—improving your media performance and ROAS. Generate more revenue, reduce wasted ad spend, and increase your market presence through incremental touchpoints and enriched customer insights.

FullContact's person-centric Media Amplification application works within Snowflake's Data Clean Room, enabling real-time, privacy-safe data sharing that ensures governance of PII. Leverage pre-built queries for an easy copy/paste process that takes less than 3 minutes to integrate.

How does it work?

Just input an email, hashed email, or mobile ad ID and **receive an average of 5+ mobile ad IDs and hashed emails in return**. These incremental touchpoints increase your reach and give you true frequency control. Find your audience using hashed emails and mobile ad IDs wherever they are and easily partner with activation platforms.

Plus, FullContact's hashed emails and mobile ad IDs can be reused campaign to campaign, as well as platform to platform, providing continuous ROI.



Expand Your Reach

Gain an average of 5 additional hashed emails and mobile ad IDs per person.



Increase Your Accuracy

Access recent MAIDs (seen within the last 90 days) to increase the accuracy of your targeting.

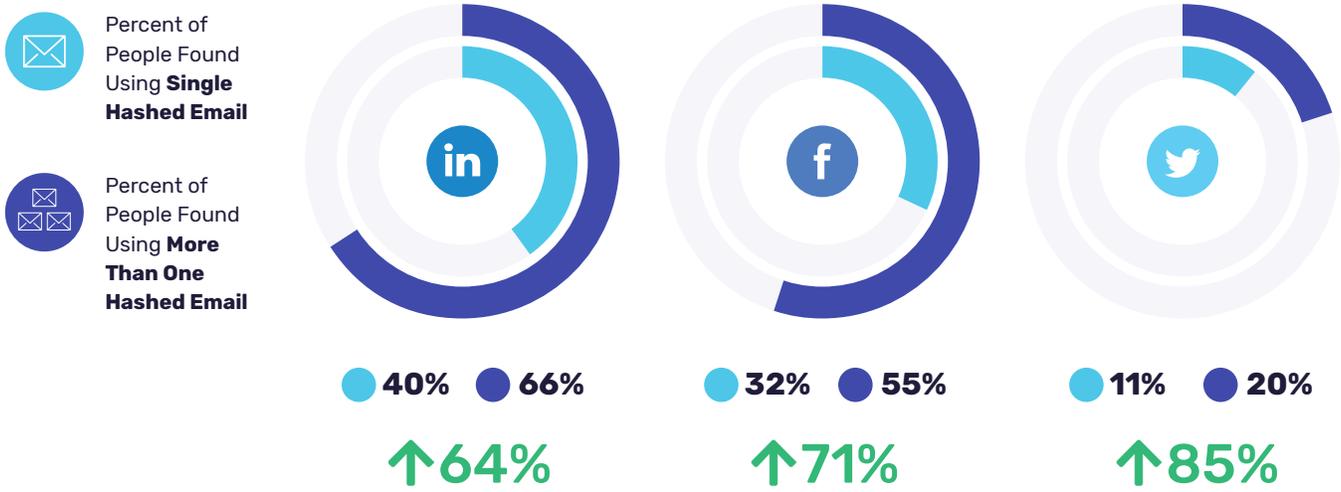


Reduce Wasted Spend

Link MAIDs and hashed emails to a person—instead of a cookie.

What's the benefit?

Built using Snowflake's Native Application Framework, FullContact for Snowflake expands your ability to reach people on the world's most popular advertising platforms. By leveraging additional hashed emails and mobile ad IDs, **FullContact provides an average lift of +64% to 85% lift over existing match linkages.** Deliver more targeted messages to your audience by focusing on richer segmentation models.



The FullContact Advantage

Privacy Compliant

FullContact's solution is person-centric and privacy-safe, keeping you in complete control of your most valuable asset—your customer data.

Clean Room Ready

Securely match using all datasets across the business and with partners, sharing only the first-party data you want to amplify.

Long-Lasting Identifiers

Automate your queries to our amplification dataset to put your marketing optimization on autopilot.

Simple Integration & Easy to Use

Receive access to a data share that includes pre-built queries that auto-populate a worksheet. Ready to use within minutes.



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 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