Customer Recognition

Consistently Recognize People in Real-Time, Improving Their Customer Experience and Your Conversion Rates

As a marketer, you want to create the best possible brand experience for your customers. You need to be able to personalize the relationship by persistently recognizing the people who've engaged with you on your website, in your app, when they call you, in your clientele programs--across a host of internal and external platforms in real-time. And you need to ensure that, at all engagement points, you show your customers they are truly valued.

It's difficult to consistently recognize people across devices and channels, especially when they're not authenticated. Because of this, all existing MarTech stacks (including personalization efforts) fall short. Personalization and eCommerce platforms, call centers, and other sales and marketing platforms have solutions that can start you on the path to personalization. But they lack the ability to recognize a person and consistently map that individual back to your CRM file.

That's where FullContact comes in.

Discover FullContact's Real-Time Customer Recognition

Our Customer Recognition is an easy-to-implement pre-built JavaScript tag and API solution that helps you bridge that gap to realize the full potential of your customer relationships.

We easily integrate into your existing MarTech stack and empower you to create consistent brand experiences across your platforms and deliver personalized, omnichannel content across devices in real-time, by recognizing authenticated and unauthenticated visitors.
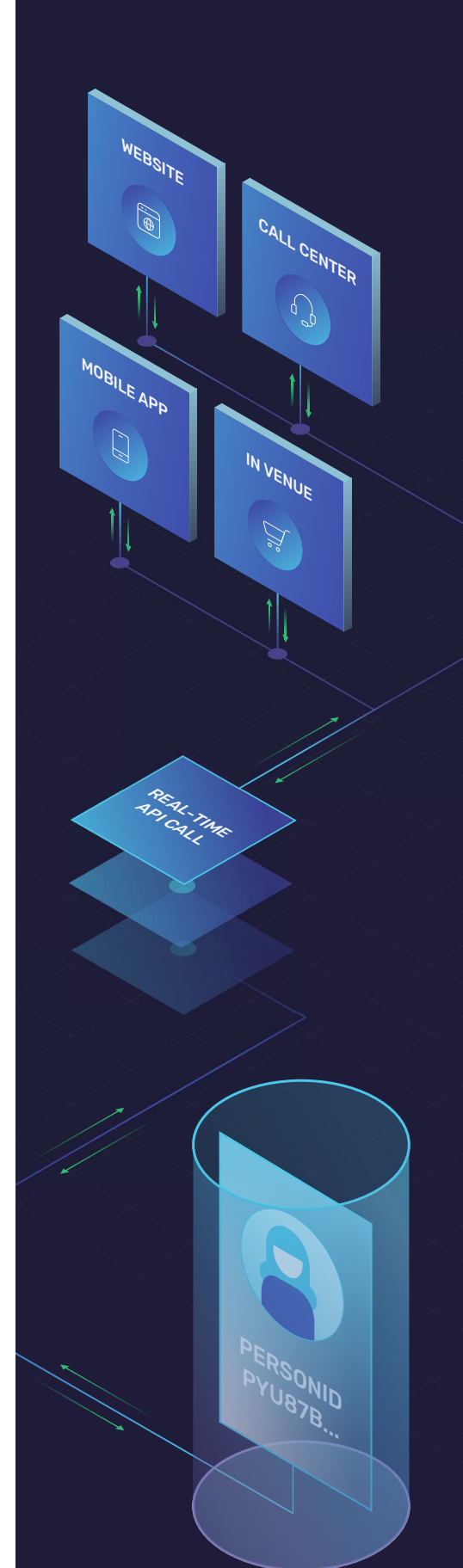
How We Approach Customer Recognition
Recognize People in Real-time

Improve the capabilities across your MarTech stack with this flexible solution. We connect known and anonymous identity fragments into a persistent, portable, and omnichannel PersonID that can be applied in real-time.

FullContact's PersonID is a unique identity connecting personal and professional identity fragments to a real person. Identity fragments include name/address, name/Placekey ID, phone numbers, social handles, email addresses, Mobile Ad IDs, hashed emails, authenticated first-party cookies, and customer IDs (including CDP, loyalty, etc).

Unify Customer and Prospect Records

Connect known and anonymous identity fragments to a PersonID in real-time.
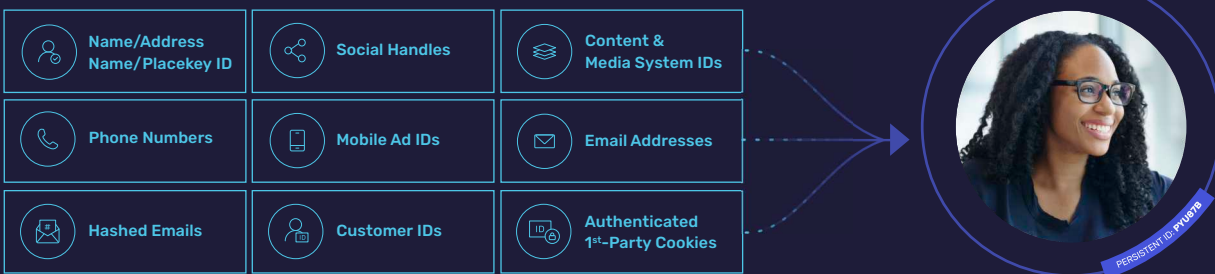
Easy to Implement Pre-Built JavaScript Tag

Add a simple JavaScript tag to recognize authenticated and unauthenticated visitors.

Recognize Anonymous Visitors

All traffic, anonymous and authenticated, is mapped to your PersonID, connecting it to your existing customer and prospect data and sales, marketing, and eCommerce technology stack.

Link fragments of identifiers to an individual person.
Use any combination of your fragmented or complete identifiers.

Name/Address Name/Placekey ID	Social Handles	Content & Media System IDs
Phone Numbers	Mobile Ad IDs	Email Addresses
Hashed Emails	Customer IDs	Authenticated 1st-Party Cookies

PERSISTENT ID: PYU87B

We match to an individual and assign a persistent Person ID.

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How We Approach Customer Recognition
Enrich People in Real-time

Optionally, if you need additional insights on your customers, or want insights on anonymous site visitors, we help you create the whole person view with unparalleled, real-time multidimensional insights.

Access 12 categories of data including: Individual, Education, Lifestyle, Household, Automotive, Financial, Purchase, Shopping Habits, Location, Travel, Cohort, and Demographic insights, as well as the ability to append with Mobile Ad IDs and hashed emails.

INDIVIDUAL
Age, Gender, Occupation...

LIFESTYLE
Hobbies, Interests...

FINANCIAL
Wealth, Income, Credit...

HOUSEHOLD
Children, Home Type...

LOCATION
Neighborhood

COHORT
Millennials, Senior Citizens...

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IDFA: EL7583XD-A637-48BC-B806...

SOCIAL HANDLES
Twitter: @jessielee
linkedin/in/jessie.lee

AUTHENTICATED 1st-PARTY COOKIE
359503849%7CMC...

PROFESSIONAL
Occupation, Title, Photos...

AUTOMOTIVE
Type, Model, Year...

TRAVEL
Loyalty, Luxury...

SHOPPING HABITS
Catalog, Mail, Online...

PURCHASE
Beauty, Health, Electronics...

COMPANY
Website, Logo, Employee Count...

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5 Impacts of Identity Resolution Across the Typical Customer Journey

1. Resolving your customer and prospect data prior to loading your data into a personalization platform can provide you with **40% more linkage and unification** and **5+ added digital identifiers** to increase your media reach.

2. Most personalization platforms drop a cookie, but can't locate the individual within your CRM. FullContact can resolve anonymous site visitors to a PersonID, linking that to your CRM and **increasing anonymous recognition by 50%**.

3. Make the connection at a person-level across devices and sessions for a **20% increase of persistency** of same person recognition.

4. After recognizing visitors back to your enterprise data (including offline CRM data, demographic data, and behavioral data), personalizing content, and connecting previous engagement, see a **35%+ increase in website conversions**.

5. By mapping site and purchase data with the evolving combination of devices and identities, gain an **overall improvement in recognition, measurement, and accuracy**.

Identity Resolution Improves The Customer Journey And Accelerates Adobe Return on Investment

Resolve & Amplify Your Data

Adobe ingests data as it is provided by a brand.

FullContact unifies disparate data and provides additional Hashed Emails (HEMs) and Mobile Ad IDs (MAIDs) for media activation.

40% more unification of customer and prospect data

5+ incremental digital identifiers (MAIDS, HEMs)

50% increase in recognition of anonymous visitors

Adobe drops a cookie, but cannot locate that person in your CRM.

FullContact resolves the anonymous visitor to a PersonID which can be tied to your Resolved data.

20% increase in persistency of the same person recognition across sessions and devices

Adobe assigns cookies (ECIDs) to web visitors based on known device-level observations.

FullContact provides Adobe a persistent person-based identity layer called a PersonID.

60%+ increase in media reach

Adobe uses the previously known digital identifiers (e.g., email, MAID) in the profile for media targeting.

FullContact provides 5+ digital identifiers per person for media targeting.

60%+ increase in website conversions and more accurate measurement

Adobe uses cookies (ECIDs) based on known device-level observations (e.g., login event) for measurement.

FullContact provides a consistent PersonID across CRM, media, anonymous, and logged-in platforms.

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

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

If you're interested in learning more about FullContact's Customer Recognition capabilities, you can talk with an expert at
fullcontact.com/contact