



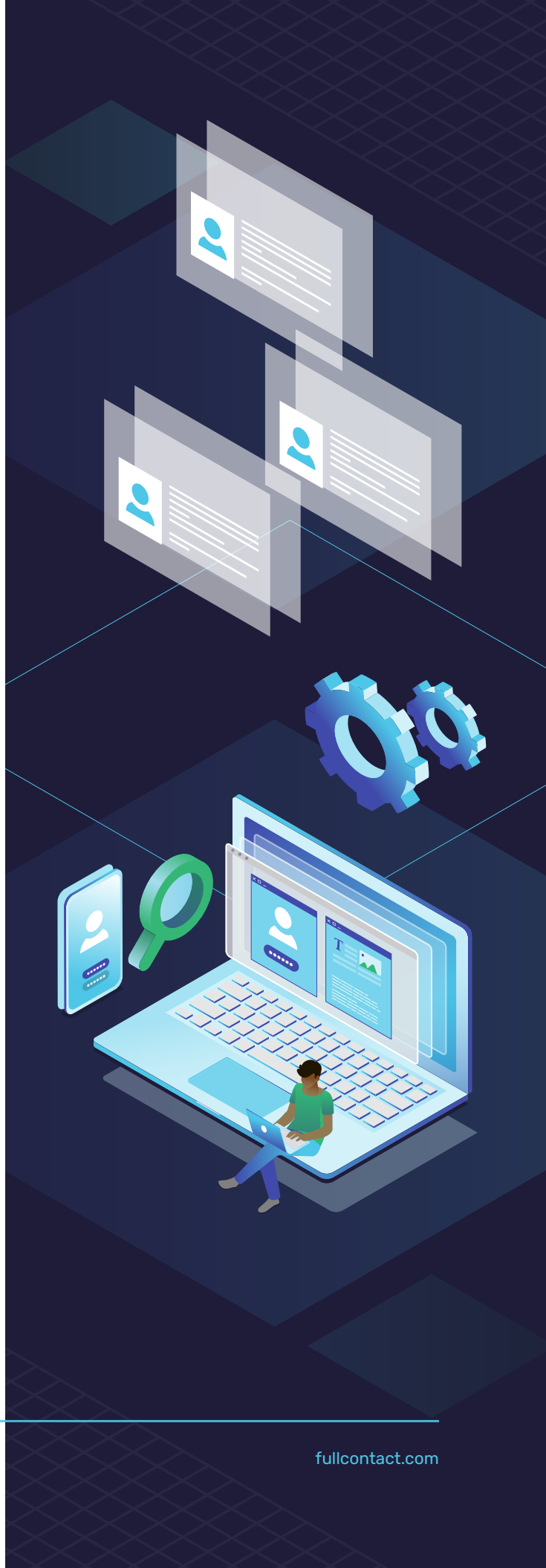
 **FullContact**

# **How to Monetize Mysterious Web Traffic and Subscribers with our Customer Recognition Tag**

## How well do you know your subscribers?

If you're a traditional print-based publisher, reaching consumers digitally is a common struggle. Your ability to leverage your offline data assets and recognize members of your audience digitally is what drives online media revenue. Do you have the tools to transform anonymous audiences into loyal subscribers engaged with your brand and product line?

With **enhanced customer recognition** through FullContact, you can better recognize anonymous and/or unauthenticated traffic to distinguish loyal customers from prospects. Deliver appropriate messaging and content from the moment someone interacts with your brand.



## Why Better Customer Recognition Matters

Identity resolution improves ad relevance, increases audience rates and ROI, and increases overall advertising revenue. To create the kind of customer journey that makes all of this possible, recognizing the person is the vital first step.

Real people provide the foundation of our customer recognition capabilities. FullContact's leading Identity Graph leverages the omnichannel input and outputs of:



**248 Million**

U.S. people



**50 Billion**

Individual Omnichannel Identifiers



**700+**

Ethically Sourced Personal and Professional Attributes

We access and map fragmented physical and digital identities into a persistent PersonID to offer you a unified view of your site traffic and subscribers. Whether a visitor is or is not a subscriber, we provide valuable insights about that person. If the visitor is not a subscriber, we provide anonymous insights to increase your ad CPMs.

With FullContact's PersonIDs, you can move beyond session IDs, visitor IDs, and authenticated traffic. Our PersonIDs remain persistent across browsers and devices to help you improve targeting, reach, recognition and measurement no matter how a person engages with your brand.

## What Else Can Better Customer Recognition Do for You?

### Web Analytics

Measure the customer's journey, engagement, and effectiveness of your programs based on a persistent, portable, real-time, and anonymous PersonID.

### Attribution

Use PersonID as the key real-time linkage across online and offline marketing and sales—enabling you to connect more events and result in more accurate measurement.

### Marketing Analytics

Bring together data across all your online and offline channels with PersonID, so that metrics around reach, frequency, and conversion are calculated across the same identity layer.

### Predictive Analytics

Better data integration across channels with PersonID will result in better predictions and ultimately better customer experience.



## What FullContact's Customer Recognition Tag Enables

### Customer Recognition

Create consistent messaging and customer experiences by linking your anonymous website or app visitors to an existing profile. FullContact's Javascript-based anonymous recognition resolves visitors/subscribers to a personID, a persistent omnichannel identifier.

### Omnichannel Measurement

FullContact's Resolve API assigns one PersonID across your platforms, linking media, email, site marketing, direct mail, and more. This enables measurement within your walls and helps you better navigate marketing channels, fleeting cookies, and a lack of integrated platforms.

Your analysts own the measurement and attribution rules, enabling you to tie measurement back to your segmentation and aggregate granular event-level data for media mix modeling. Fast-track media optimization with this real-time feedback loop!

### Media Amplification

With better customer recognition, you can link customer fragments to an actual person for optimal media performance. Increase your omnichannel reach and improve targeting and frequency management by providing a consistent identity layer across known and unknown channels. Enrich our IDs with person-level hashed emails and mobile ad IDs to avoid waste in media programs and reduce your reliance on depreciating third-party cookies.

## Take Control of Your Data

Your subscribers look to you to provide a dynamic digital experience and also rely on you to keep their data private and secure.

With FullContact's PersonID, PII is not shared across partners, only metadata about the people. Our real-time Identity Resolution powers a common identity framework that makes secure sharing possible, enabling integrated measurement and secure data sharing. Share

data directly only with partners, not a third party, and control the use of your data downstream. You control what data you share, and the terms of exchange and pricing.



**If you're ready to recognize up to 75% of your anonymous traffic to unlock the true value of your data, contact us today!**

## Integrate our Customer Recognition Tag in 3 Simple Steps!

1

### Speak with a FullContact rep

to set up your domain on our platform.

2

### Get a Tag Key.

These tags link your site visitors to FullContact's PersonIDs.

3

### Place the FullContact Tag

across your website so that it loads on all pages.



**That's it!** This copy-and-paste Universal Web Tag can be added directly to the tag manager or implemented directly on your site.



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](https://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