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Unifying Your Fragmented Customer Data with **Resolve**

FullContact Resolve for Snowflake unifies data and drives consistent experiences through a person-level view of your customers.

Your data stays within Snowflake, not an additional customer data silo. Accelerate collaboration and sharing while keeping your data secure.

They 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.

According to Deloitte Digital, companies average 17 customer-data applications, with an average of 28 different data sources used for generating customer insights and engagement.

Source: https://www.deloittedigital.com/us/en/offerings/customer-led-marketing/advertising--marketing-and-commerce/hux/how-to-win-on-customer-experience.html

Unify Customer Data
Improve your analytics and drive better optimization by connecting your customers' terrestrial and digital data.

Reduce Complexity
Unify fragmented data in a single platform to reduce costs and enable consistent customer experiences.

Native to Snowflake
Your data stays in Snowflake, not another customer data silo. Increase security while focusing more on analyzing your data, rather than management, maintenance, and tuning.

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FullContact Resolve for Snowflake

FullContact Resolve for Snowflake empowers you to unify all pieces of your fragmented customer, prospect, and user data to an individual.

By better leveraging your first-party data, you can reduce costs, reduce complexity and improve customer outcomes.

How It Works

Mapping Identities: Using your databases of customer information, fragmented and siloed inputs are mapped to individuals. Each matched record is tied to a persistent identifier at the person level.

Connecting and Optimizing: Use that persistent Person ID to merge or deduplicate your datasets, connect datasets across your enterprise, message consistently, and query FullContact for Snowflake for additional information about that person.

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

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

Name/Address or Name/Placekey ID
Business + Personal

Phone
Business + Personal

Hashed Email

Customer IDs

PERSISTENT ID: PYU87B

Content & Media Systems

Email
Business + Personal

Pre-Authenticated Anonymous ID
LiveIntent nonID

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There Are Endless Use Cases When Leveraging Resolve

Consistent Customer Experience

If you have fragments of customer information, it's highly likely that your messaging is not what you intended. FullContact for Snowflake's Resolve gives you the ability to communicate with your customers and prospects in a consistent voice, giving them the best possible experience with you.

Unify Customer and Prospect Data

The average business has 17 different data sources for customer insight and engagement. When you have a persistent identifier across your databases, regardless of platform, you can combine customer or prospect records into a complete, whole- person view. This reduces wasteful, duplicate spend on advertising.

Persistent ID for Omnichannel Measurement

Third-party cookies are in decline; the need to measure the effectiveness of marketing messaging & advertising campaigns is not. Your PersonID empowers you to measure online, offline, and cross-device IDs during campaigns to optimize for effectiveness—from exposure to conversion.

Securely Share Your Data

When you've mapped your contacts to a persistent ID, that PersonID is all you need to use. Maintain complete control of your data and its use without sharing personally identifiable information (PII) across partners.

Privacy Legislation Compliance: CCPA and Beyond

When legally required data requests come in, you can be confident you're sharing the data you've gathered, in a simple, streamlined way. This will give you the ability to respond within legislated timelines and with all the requested information.

FullContact

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

If you're interested in learning more about FullContact for Snowflake's Resolve, talk with an expert 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 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