



# Media Amplification

Extend Your Media Reach to  
Improve Return on Ad Spend

Using first-party data represents a tremendous return on investment, but if your organization only has a single email or device ID for a customer, there are too many opportunities for them to fall through the cracks.

So if you want to communicate with that customer throughout the different platforms, you need to know all of the email addresses linked to that person. If you want to communicate when that person is in-app, you need to be able to access the Mobile Ad IDs (MAIDs) linked to the individual. So how do you find all of the digital identifiers linked to the people you want to reach?

## Discover FullContact's Media Amplification

This solution empowers you with incremental touchpoints to increase your omnichannel reach and gain greater frequency control by linking customer fragments to a real person. Then amplify those digital identifiers for optimal media performance.



### Expand Your Reach

Gain an average of 5 additional identifiers when connecting to our graph.



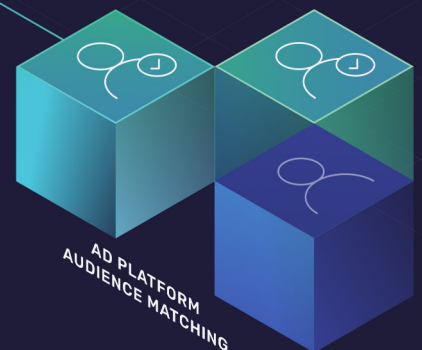
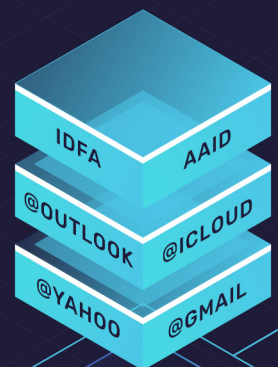
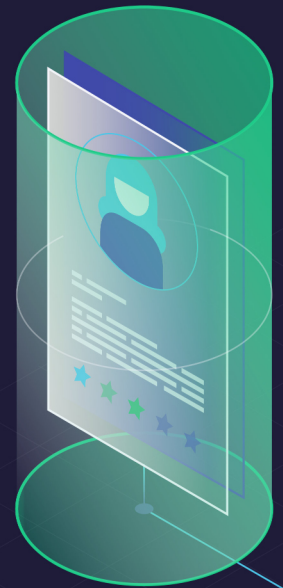
### Real-Time Access

Our easy-to-integrate API means you can get the answers you need to optimize every campaign in milliseconds.



### Increase Your Accuracy

Access recent MAIDs (seen within the last 12 months) to increase the accuracy of your targeting.



# How We Approach Media Amplification:

## *Increase Your Omnichannel Reach & Media Performance*

Call our real-time API with a single or multiple inputs, such as name/address, name/Placekey ID, phone number, email, or Mobile Ad ID, and receive 5+ Mobile Ad IDs and hashed emails.

### Add Incremental Touchpoints

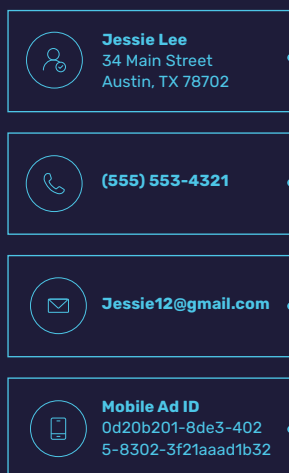
Access our Identity Graph and add incremental identifiers at the individual level. See 3 additional hashed emails and 2 Mobile Ad IDs.

### Portability

As you gain incremental touchpoints, apply them across your enterprise or take them to any provider.

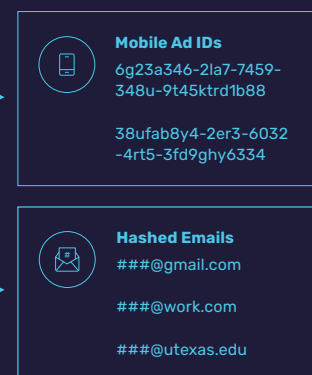
## Extend Media Reach To Improve Return on Ad Spend

Inputs:



Match to an individual and assign a persistent ID.

Output: Multiple Mobile Ad IDs and Hashed Emails



## The Benefits of Media Amplification

With each additional identifier gained, you increase your ability to find your audience in another channel, increasing return on advertising spend.

### **Increase Media Performance Through Coverage**

Gain incremental touchpoints per person to increase omnichannel reach by 5X.

### **Long-Lasting Identifiers**

Get updates in milliseconds through our API to continuously optimize your marketing investments.

### **Easy to Integrate**

Link Mobile Ad IDs and hashed emails to a person, instead of a cookie, to reduce waste in media programs.

### **Pay Once and Reuse**

Reuse the same amplifiers repeatedly, driving down your media costs.

## Extend Your Media Channels

### **Find Your Audience Wherever They Are**

Reach your audience in as many channels as possible, whether it's social, web, or in-app by enriching your CRM, even if you only have a single email per individual. Find the best way to communicate with your audience so your messaging doesn't end up with spam or junk emails.

### **Partner with Activation Platforms**

When you partner with other activation platforms, ensure you're providing them with as many linkages to your audience as possible. This increases your chance of making a connection to that person within the platform's inventory.



*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  
Media Amplification capabilities, you can talk with an  
expert at [fullcontact.com/contact](https://fullcontact.com/contact)*