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 unknown 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 unknown 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 Visitors**

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

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

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FullContact
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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 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... |
| ENERGY & UTILITIES* |  |
| HEALTHCARE* |  |
| MEDIA & ENTERTAINMENT* |  |
| EDUCATION | Degree, University Name... |
| AUTO      | Make, Model, Year... |
| PURCHASE  | Beauty, Health, Electronics... |
| SHOPPING BEHAVIOR | Catalog, Mail, Online, In store... |
| TRAVEL | Loyalty, Luxury... |
| PROFESSIONAL | Occupation, Title, Photos... |
| NOT FOR PROFIT* |  |
| RESTAURANT* |  |
| TECHNOLOGY & COMMUNICATION* |  |

* Vertical specific bundles

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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 site visitors to a PersonID, linking that to your CRM and **increasing 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

<table>
<thead>
<tr>
<th>Resolve &amp; Amplify Your Data</th>
<th>50% increase in recognition of unauthenticated visitors</th>
<th>20% increase in persistency of the same person recognition across sessions and devices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adobe</strong></td>
<td>Adobe drops a cookie, but cannot locate that person in your CRM.</td>
<td>Adobe assigns cookies (ECIDs) to web visitors based on known device-level observations.</td>
</tr>
<tr>
<td><strong>FullContact</strong></td>
<td>FullContact resolves the visitor to a PersonID which can be tied to your Resolved data.</td>
<td>FullContact provides Adobe a persistent person-based identity layer called a PersonID.</td>
</tr>
<tr>
<td>40% more unification of customer and prospect data</td>
<td>60%+ increase in media reach</td>
<td>60%+ increase in website conversions and more accurate measurement</td>
</tr>
<tr>
<td>5+ incremental digital identifiers (MAIDS, HEMS)</td>
<td>Adobe uses the previously known digital identifiers (e.g., email, MAID) in the profile for media targeting.</td>
<td>Adobe uses cookies (ECIDs) based on known device-level observations (e.g., login event) for measurement.</td>
</tr>
<tr>
<td><strong>FullContact</strong></td>
<td>FullContact provides 5+ digital identifiers per person for media targeting.</td>
<td>FullContact provides a consistent PersonID across CRM, media, and platforms.</td>
</tr>
</tbody>
</table>

fullcontact.com
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.
- 3.5 Billion People
- 50 Billion Individual Omnichannel Identifiers
- 2,000+ Ethically Sourced Personal and Professional Attributes

Real Control
Leverage FullContact Identity Stremê™ 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.
- 200 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

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