



Unlock Real-Time Customer Recognition

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

FullContact's customer recognition solution enables customers to recognize significantly more unauthenticated visitors (up to 80%), and stitch together more of your existing customer profiles to deliver personalized, omnichannel content across devices in real time.



Real-Time Engagement

Recognize people the moment they engage with your brand. Instantly build an enriched visitor profile, with or without authentication.



Gain Competitive Edge

Convert unknown visitors to enhance your market advantage. FullContact's insights help you stitch together fragmented identities.



True Persistence

By mapping all engaged people to a persistent PersonID, you can provide uniformity in touchpoints and interactions.

Key Benefits From Improved Customer Recognition

Creating a cohesive customer journey starts with the vital step of recognizing who a person is to build a differentiated brand experience. From the moment the customer starts interacting, you can identify your best customers and prospects in real time.

FullContact Customer Recognition empowers your ability to enrich visitors in their first interaction. Using FullContact's Enrich API, you can leverage 700+ ethically-sourced data attributes to open up new opportunities to activate those visitors while they are still in the market. Access categories of data about your customers including Demographic, Education, Lifestyle, Household, Automotive, Financial, Purchase, Shopping Habits, Location, Travel, and Cohort Insights, as well as the ability to append with Mobile Ad IDs and hashed emails.

Leveraging FullContact's PersonID for every customer interaction helps you unlock more value from your technology investment. More unified profiles, containing a deeper set of attributes allow you to focus on richer segmentation models that can deliver more targeted messages across all of your integrated marketing technologies.

Build comprehensive unified customer profiles, faster

Accelerating your ability to build robust customer profiles will help you empower more meaningful interactions and drive key business metrics for customer acquisition and retention, including these key use cases:

Increase Conversion and Average Order

Apply your custom insights during their engagement. Increase visitor recognition on the page and personalize their experience with relevant content.

Improve Messaging Across the Customer Journey

Match interactions throughout your brand channels and follow shopping and engagement behavior across devices and channels to maintain a connection across the customer journey.

Persistent Recognition Across Every Session

Map every interaction to a PersonID. Regardless of device, channel, or cookie, confidently recognize a real person.

Privacy-Driven Recognition & Sharing

Cultivate real relationships with your customers without compromising their data or privacy. Maintain real control over your first-party data while enhancing transparent, personalized customer experiences.



Newsletter Opt-in
jessie12@gmail.com
zip code: 78706

Scheduled Appt.
jlee@work.com
34 Main Street,
Austin, TX 78706



Sales Associate Follow-up
+1 (512) 553-4321

App Download
Mobile Ad ID
#6A45-2382-334G...



Website Visit
Loyalty #4534620
Order #42311831481

Social Media
@jessielee



5 Impacts of Identity Resolution Across the Typical Customer Journey



40% more linkage and unification **5+ added digital identifiers**

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.



50% increase in unauthenticated visitor recognition

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 unauthenticated recognition by 50%.



20% increase in persistency

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



35%+ increase in website conversions

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.



Overall improvement in recognition, measurement, and accuracy

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



*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 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.

- **200 Million** Updates per Day
- **40 Millisecond** Response Time

Learn more about FullContact's Customer Recognition capabilities and talk with an expert at fullcontact.com/contact