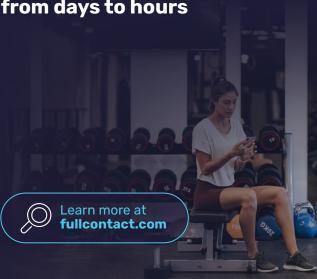


## **Case Study**

Created 36% advertising spend efficiency

Snowflake Native App reduced production from days to hours





A niche ad agency specializing in fitness clubs desired to **significantly increase its clients' marketing effectiveness.** Specifically they were concerned about new member introduction offers being provided to existing members and eroding margins. They wanted to identify existing members by club and **suppress existing members** from seeing the new member offers **across digital advertising campaigns**. They also wanted to reduce lead time for client onboarding from days to hours.



## **Solution**

FullContact designed an omnichannel identity resolution solution:

- We Resolved their CRMs, including postal and email identities, unifying and mapping club member records as well as identifying duplicate and fake records.
- We applied Media Amplification to the consolidated dataset, adding hashed emails that made them addressable, and therefore suppressible to their demand-side platform supporting digital campaigns.
- Solution was set up natively in Snowflake, reducing the lead time for large onboarding batches from days to hours



## Result

FullContact recognized 40% of the existing members as illegitimate and an additional 25% as duplicate members. This provided the agency with an accurate account of club members.

Appending hashed emails and mobile ad IDs to their members provided the ability to suppress current members from receiving the digital media campaigns offering the new member discount.

Suppressing existing club members from receiving new member offers created a **36% ad spend and margin efficiency.**