



Case Study

Created **36%** advertising spend efficiency

Snowflake Native App reduced production from days to hours



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? Challenge

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**.