Case Study
Increased a Publisher's Monetizable Audiences by 15.5X

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Challenge

A leading publisher desired a strategic initiative to **significantly increase its advertising revenue.** Of their monthly unique website visitors, **96% were unauthenticated** and subsequently could not be addressed or monetized at the premium rate for their supply-side platform. They wanted to **keep their data native within Snowflake**.

Solution

FullContact designed a digital transformation solution:

- We enabled **Resolve** and **Customer Recognition** to unify subscriber records and recognize unauthenticated web traffic.
- We **Enriched** their CRM and website traffic with demographic/interest data, enabling improved audience segmentation and personalization.
- We enabled **Media Amplification** to their unauthenticated website visitors, adding hashed emails that made them addressable and more valuable to their supply side platform.

Result

FullContact increased the monetizable audience by 15.5X.

We increased the publisher's monetizable audience from **4% to 62% of monthly unauthenticated website visitors**:

- **Mapped 3.2 million monthly unauthenticated visitors** to the subscriber file
- **Added 290 million hashed emails** to increase media reach by **7X**
- **Enriched 32% of unauthenticated visitors with premium demographic data** to further increase their value to the supply-side platform.