



Case Study: Marketing SaaS Company Created a New \$3 Million/Year Product Line for Leading CDP



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? Challenge

A leading CDP desired to **create more value for their retail and ecommerce customers by providing deterministic identity**. As a CDP, it was important for them to be able to link anonymous web events to their platform in order to unlock incomplete or partial first-party data. They wanted to provide this solution **natively within Snowflake** as an option for customers.

⚙️ Solution

FullContact designed a robust identity resolution solution:

- Applied **Resolve** and **Customer Recognition** to unify customer records and recognize unauthenticated web traffic
- Provided **Media Amplification** to activate media against visitors
- Provided training and supported content development for their white label product

📋 Result

This CDP **created a new \$3 million/year product line** which allows marketers to reach more known and unauthenticated users on their website that plugs-and-plays directly into their existing campaigns.

- Enabled CDP **to better serve 20 of their clients by recognizing 200 million website visitors/year**
- Enabled CDP **to extend their clients digital reach by appending 300 million HEMs and MAIDs/year**