



How FullContact Can Help Deliver On Your Year Over Year Comps

BY IMPROVING YOUR CUSTOMER EXPERIENCE

As customers engage with your brand, they represent themselves differently across platforms, devices, and channels. You might not realize that liza@acme.org, lisa22@gmail.com, and Mobile Ad ID cdda802e-fb9c-47ad are actually the same person, or that they call your customer service number from both their mobile and work phones. There are millions of identities to connect and consolidate in an omnichannel world.

Every retailer's customer information is fragmented, siloed, and incomplete. Identity Resolution solves that issue, improving your connection of data across your platforms. Our real-time API helps you engage with your customers as a whole person, providing them with an unforgettable brand experience and allows you to extend your media reach, and amplify your message.

Connecting data. Consolidating identities. Applying insights.

We provide person-centered identity resolution to improve your customer interactions with simple, real-time API integration.

If you're interested in learning more, contact Doug Oldfield, our Retail Vertical Leader, at doug.oldfield@fullcontact.com or call him at 720-788-3546



Here's how identity resolution from FullContact can help you:



Connect data to enable personalized, omnichannel experiences and treat your customers like real people in real-time



Consolidate disparate online and offline identities (email addresses, phone numbers, street addresses, Mobile Ad Ids, hashed emails) into a whole picture of a person



Apply a wide range of insights, attributes, and additional customer touchpoints to tailor and amplify your marketing message



Create a single, more complete, and accurate view of each individual



Turning Hot Prospects Into Buyers in the Moments that Matter

HOW FULLCONTACT'S REAL-TIME IDENTITY RESOLUTION HELPS YOU MAKE THE SALE BEFORE THE COMPETITION

As someone shows interest in your brand by subscribing to your newsletter, visiting your site, calling your call center, opting into your email, or signing up for your rewards program, you need to act fast so you don't lose their consideration. Wouldn't it be nice if you could increase your conversion rate on hand-raisers?

If you can identify and understand your hand-raisers in real-time, you'll have the capability to convert them at a higher rate. No matter how they represent themselves on any platform, device, or channel, you need to be able to resolve their information into a single identity to deliver a personalized experience.

We can also help you add incremental touch-points, which enables you to speak to your prospects consistently across all channels and keep them engaged. That's what FullContact lets you do. We amplify your media reach by offering real-time recognition and applying insights in the moments that matter.

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Here's how identity resolution from FullContact can help you:



Enrich your prospect profiles with thousands of unique data attributes. Segment and serve them with a world-class, personalized experience at scale using our real-time API. Differentiate your brand in a matter of milliseconds by creating a personalized brand experience to build loyalty that will boost your ROI.



Gain comprehensive customer insights about your prospects through our identity graph, which includes 275 million U.S. profiles and thousands of rich data elements about individuals



Create lookalike audiences which can be activated across all media channels



Serve your prospects in an authentic, relevant, and consistent manner across all channels and campaigns