Adobe

Customer Recognition

Consistently Recognize People in Real-Time, Improving Their Customer Experience and Your Conversion Rates

As a marketer, you want to create the best possible brand experience for your customers. You need to be able to personalize the relationship by persistently recognizing the people who've engaged with you on your website, in your app, when they call you, in your clientele programs-- across a host of internal and external platforms in real-time. And you need to ensure that at all engagement points, you show your customers they are truly valued.
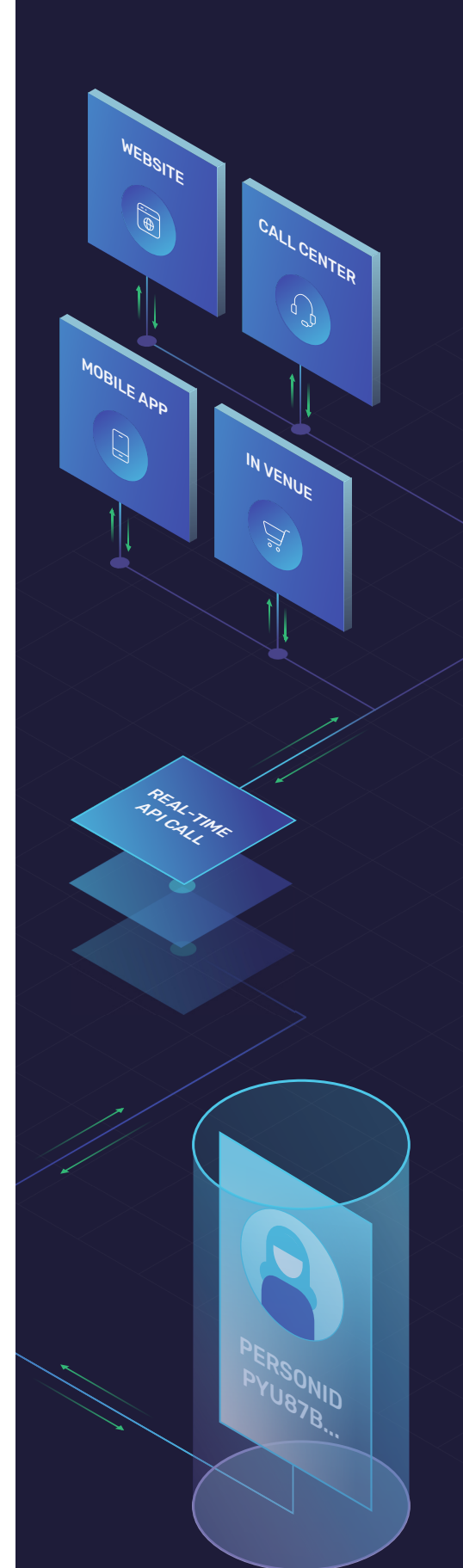
It's difficult to consistently recognize people across devices and channels, especially when they're not authenticated. Because of this, all existing MarTech stacks (including personalization efforts) fall short. Personalization and eCommerce platforms, call centers, and other sales and marketing platforms have solutions that can start you on the path to personalization. But they lack the ability to recognize a person and consistently map that individual back to your CRM file.

That's where FullContact comes in.

Discover FullContact's Real-Time Customer Recognition

Our Customer Recognition is an easy-to-implement JavaScript and API solution that helps you bridge that gap to realize the full potential of your customer relationship.

We easily integrate into your existing MarTech stack and empower you to create consistent brand experiences across your platforms and deliver personalized, omnichannel content across devices in real-time, by recognizing authenticated and unauthenticated visitors.

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How We Approach Customer Recognition
Recognize People in Real-time

Improve the capabilities across your MarTech stack with this flexible solution. We connect known and anonymous identity fragments into a persistent, portable, and omnichannel PersonID that can be applied in real-time.

FullContact's PersonID is a unique identity connecting personal and professional identity fragments to a real person. Identity fragments include name/address (personal and professional), name/Placekey ID, phone numbers (personal and professional), social handles, email addresses (personal and professional), Mobile Ad IDs, hashed emails, pre-authenticated anonymous IDs, and customer IDs (including CDP, loyalty, etc).

Unify Customer and Prospect Records

Connect known and anonymous identity fragments to a PersonID in real-time.
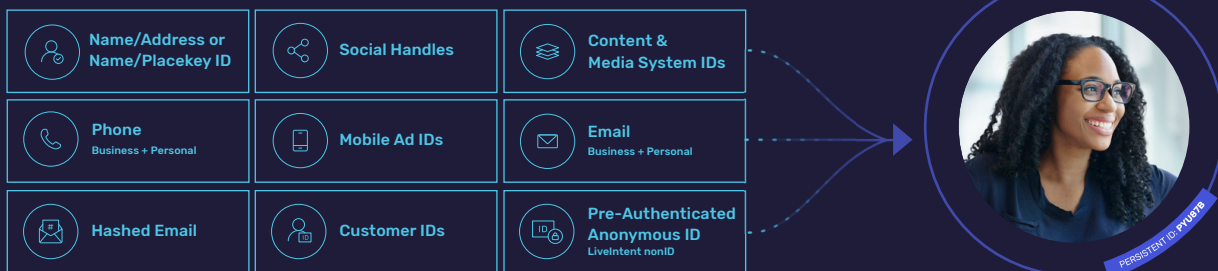
Easy to Implement JavaScript Tag

Add a simple JavaScript tag to recognize authenticated and unauthenticated visitors.

Recognize Anonymous Visitors

All traffic, anonymous and authenticated, is mapped to your PersonID, connecting it to your existing customer and prospect data and sales, marketing, and eCommerce technology stack.

Link fragments of identifiers to an individual person.
Use any combination of your fragmented or complete identifiers.

Name/Address or Name/Placekey ID	Social Handles	Content & Media System IDs
Phone Business + Personal	Mobile Ad IDs	Email Business + Personal
Hashed Email	Customer IDs	Pre-Authenticated Anonymous ID LiveIntent nonID

We match to an individual and assign a persistent Person ID.

PERSISTENT ID: PYU87B

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How We Approach Customer Recognition
Enrich People in Real-time

Optionally, if you need additional insights on your customers, or want insights on anonymous site visitors, we help you create the whole person view with unparalleled, real-time multidimensional insights.

Access 12 categories of data including: Individual, Education, Lifestyle, Household, Automotive, Financial, Purchase, Shopping Habits, Location, Travel, Cohort, and Professional insights, as well as appending with Mobile Ad IDs and hashed emails.

Jessie Lee

INDIVIDUAL
Age, Gender, Occupation...

LIFESTYLE
Hobbies, Interests...

FINANCIAL
Wealth, Income, Credit...

HOUSEHOLD
Children, Home Type...

LOCATION
Neighborhood

COHORT
Millennials, Senior Citizens...

PROFESSIONAL
Occupation, Title, Photos...

AUTOMOTIVE
Type, Model, Year...

TRAVEL
Loyalty, Luxury...

SHOPPING HABITS
Catalog, Mail, Online...

PURCHASE
Beauty, Health, Electronics...

COMPANY
Website, Logo, Employee Count...

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MOBILE ADVERTISING IDS
AAID: Cdda802e-fb9c-47ad-0794d3...
IDFA: EL7583XD-A637-48BC-B806...

SOCIAL HANDLES
Twitter: @jessielee
linkedin/in/jessie.lee

PRE-AUTHENTICATED ANONYMOUS ID
359503849%7CMC...

5 Impacts of Identity Resolution Across the Typical Customer Journey

1. Resolving your customer and prospect data prior to loading your data into a personalization platform can provide you with **40% more linkage and unification**.

2. Most personalization platforms drop a cookie, but can't locate the individual within your CRM. FullContact can resolve anonymous site visitors to a PersonID, linking that to your CRM and **increasing anonymous recognition by 32%**.

3. Make the connection at a person-level across devices and sessions for a **20% increase in persistency** of same person recognition.

4. After recognizing visitors back to your enterprise data (including offline CRM data, demographic data, and behavioral data), personalizing content, and connecting previous engagement, see a **13% increase in website conversions**.

5. By mapping site and purchase data with the evolving combination of devices and identities, gain an **overall improvement in recognition, measurement, and accuracy**.

How FullContact Enables Incremental Recognition to Amplify Your Current Platform

Your CRM data is loaded into the Platform	A customer visits your website but doesn't sign in	Customer visits a product page	Customer signs in to purchase a suggested product	Customer downloads mobile app with new email address
Adobe Experience Platform ingests data as it is provided by the client.	**Adobe Experience Platform** drops a cookie, but cannot locate that person in your CRM.	**Adobe Experience Platform** can use the PersonID to display relevant content using CRM data.	**Adobe Experience Platform** uses the PersonID for measurement and links back to the CRM.	**Adobe Experience Platform** creates a new ECID
FullContact resolves an unifies disparate data before it is loaded.	**FullContact** resolves the anonymous visitor to a PersonID and links the ID to your CRM file.	**FullContact** provides a persistent identity layer called a PersonID.	**FullContact** resolves to a PersonID, proving the anonymous recognition is accurate.	**FullContact** enables resolution of Mobile Ad Ids and email addresses to the same PersonID from CRM and site visits.
40% more linkage an unification of customer and prospect data.	**32%** Increase in recognition of anonymous visitors.	**20%** Increase in persistency of same person recognition across sessions and devices	**13%** Increase in website conversions from recognized people.	**Overall Improvement** in measurement and accuracy by mapping site and purchase data.

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*Amplify your ability to recognize and reach real people by **3X**.*
*Or it's on us. **Guaranteed.***

Real People

Gain unparalleled recognition and insights by mapping fragmented identities into a persistent PersonID with our person-first identity graph. Map data across your enterprise and your media ecosystem.

- **275 Million** U.S. Whole Person Profiles
- **50+ Billion** Individual Omnichannel Identifiers
- **70,000+** Ethically-Sourced Personal & Professional Attributes on Every U.S. Consumer
- **928 Million** Digital Identifiers, Including Mobile Ad IDs & Hashed Emails

Real-Time

Increase your conversions and improve the lifetime value of your relationships by recognizing your customers as they engage with your brand.

- **40 Millisecond** Response Time
- **30+ Million** Updates Per Day

Real Control

Build competitive differentiation by taking control of your customer experience and leveraging the portability of our persistent identity layer embedded across your enterprise.

Your data is your data—it's never commingled or added to our graph, and you have total control over who has access to it, as well as the confidence levels of identity matching. Our Private Identity Cloud secures your data and reduces risk, all in a privacy-compliant manner.

- **SOC2 Type II** Compliant

If you're interested in learning more about FullContact's Customer Recognition capabilities, you can talk with an expert at
fullcontact.com/contact