



Media Amplification

Extend Your Media Reach to
Improve Return on Ad Spend

If your company is looking for a tremendous return on investment, you need to leverage your customer data. But if you only have a single email or device ID for a customer, you're missing out on too many opportunities to engage with them.

To communicate with that customer across various platforms, you need to know all of the email addresses linked to that person. If you want to communicate when that person is in-app, you need to be able to access the Mobile Ad IDs (MAIDs) linked to the individual. So how do you find all of the digital identifiers linked to the people you want to reach?

Discover FullContact's Media Amplification

This solution empowers you with incremental touchpoints to increase your omnichannel reach and gain greater frequency control by linking customer fragments to a real person. Then amplify those digital identifiers for optimal media performance.



Expand Your Reach

Gain an average of 5 additional identifiers when connecting to our graph.



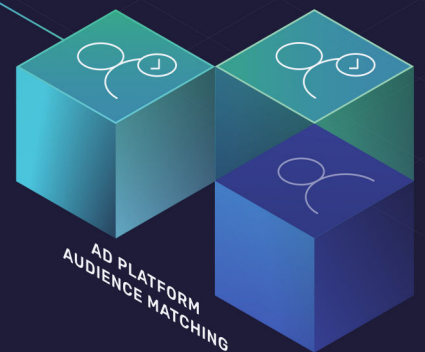
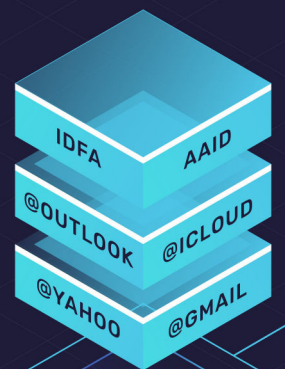
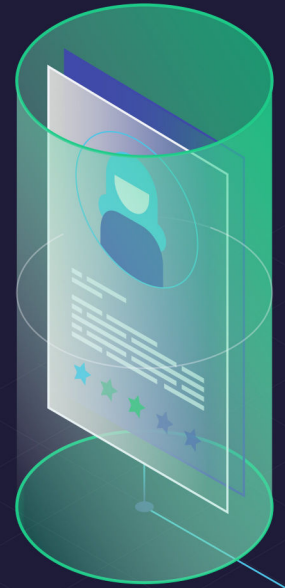
Real-Time Access

Our easy-to-integrate API means you can get the answers you need to optimize every campaign in milliseconds.



Increase Your Accuracy

Access recent MAIDs (seen within the last 12 months) to increase the accuracy of your targeting.



How We Approach Media Amplification:

Increase Your Omnichannel Reach & Media Performance

Call our real-time API with a single or multiple inputs, such as name/address, phone number, email, or Mobile Ad ID, and receive 5+ Mobile Ad IDs and hashed emails.

Add Incremental Touchpoints

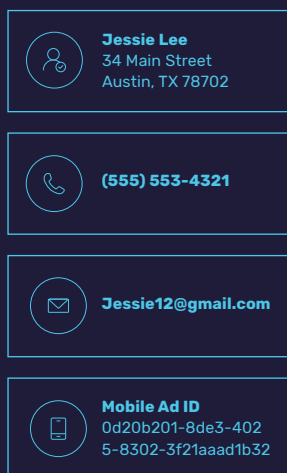
Access our Identity Graph and add incremental identifiers at the individual level. See an average of 3 additional hashed emails and 2 Mobile Ad IDs.

Portability

As you gain incremental touchpoints, apply them across your enterprise or take them to any provider.

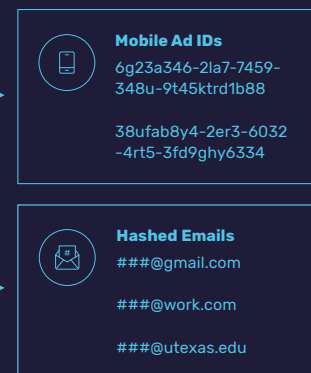
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Inputs:



Match to an individual and assign a persistent ID.

Output: Multiple Mobile Ad IDs and Hashed Emails



The Benefits of Media Amplification

With each additional identifier gained, you increase your ability to find your audience in another channel, increasing return on advertising spend.

Increase Media Performance Through Coverage

Gain incremental touchpoints per person to increase omnichannel reach by 5X.

Long-Lasting Identifiers

Get updates in milliseconds through our API to continuously optimize your marketing investments.

Easy to Integrate

Link Mobile Ad IDs and hashed emails to a person to reduce waste in media programs.

Pay Once and Reuse

Reuse the same identifiers repeatedly, driving down your media costs.

Extend Your Media Channels

Find Your Audience Wherever They Are

Reach your audience in as many channels as possible, whether it's social, web, or in-app by enriching your CRM, even if you only have a single email per individual. Find the best way to communicate with your audience so your messaging doesn't end up with spam or junk emails.

Partner with Activation Platforms

When you partner with other activation platforms, ensure you're providing them with as many linkages to your audience as possible. This increases your chance of making a connection to that person within the platform's inventory.



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

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 MAIDs & 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

Securely control your data, who has access to it (including partners), where it's used, and the confidence levels of identity matching. Reduce risk by securing PII and access platform capabilities to build competitive advantage for your business. All in a privacy-compliant manner.

- **SOC2 Type II** Compliant

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