



Omnichannel Measurement

Quantify the True Impact of
Your Marketing Spend

Today's marketing measurement isn't built for the marketer, it's built for the platform. And unfortunately a single platform doesn't account for your other marketing activities. Platforms also lack transparency, and are designed to make you re-invest in that platform. As a marketer, you face numerous challenges with measurement, including the proliferation and opaqueness of walled gardens, the continuous decline of third-party cookies, and the lack of a true, omnichannel marketing platform.

We've empowered marketers by linking offline and online identifiers, including hashed emails, mobile advertising IDs (MAIDs), phone numbers, postal addresses, social handles, and integrations with cookie-based platforms.

Discover FullContact's Omnichannel Measurement Solution

FullContact's Omnichannel Measurement empowers a common identity framework across your entire ecosystem with a truly integrated measurement solution. We provide a persistent PersonID as that common thread, enabling you to capture and map interactions at every step of the customer journey.

By identifying people across touchpoints, you can:

- Own your measurement, and tie it back to your segmentation.
- Own your attribution rules.
- Create a real-time feedback loop for faster optimization.



Know Your Impact

Quantify the true results of your marketing by mapping all customer interactions to a persistent PersonID.



Real-Time Access

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



Own Your Data

Take control of your campaign results with a persistent ID that can map to all of your platforms.

How We Approach Omnichannel Measurement: Capture, Measure, and Analyze in Real-Time

Tie It All Together

Our common identity framework is powered by real-time Identity Resolution. Throughout the customer's journey, you can capture and map all interactions back to that customer through the PersonID -- as they're happening.

Measurement Embedded in Your Walls

Since this PersonID maps to your platforms, you own the measurement. A real-time feedback loop enables faster optimization, so you can aggregate granular event-level data for media mix modeling.

	Match an Individual to a Persistent ID	Attach Mobile Ad IDs, Hashed Email, nonID, and PersonID for activation	Impressions and conversions are tied back to the PersonID	Reports linking Customer ID and PersonID provided to client for measurement																
SOLUTION	 <p>Jessica Lee jessie12@gmail.com Customer ID: 45239</p> <hr/>  <p>PersonID: 99GAJFLH64...</p>	 <p>MAID: EA7583CD.. PersonID: 99GAJFLH64...</p> <hr/>  <p>Hashed Email: 4F64C8B.. PersonID: 99GAJFLH64...</p>	<table border="0"> <tr> <th>Impression</th> <th>Transaction</th> </tr> <tr> <td>Timestamp</td> <td>\$ amount</td> </tr> <tr> <td>Campaign ID</td> <td>876 Oak St.</td> </tr> <tr> <td>Publisher ID</td> <td>Denver, CO</td> </tr> <tr> <td>nonID</td> <td>80202</td> </tr> <tr> <td>↑</td> <td>Customer ID:</td> </tr> <tr> <td>PersonID</td> <td>45239</td> </tr> <tr> <td>(99GAJFLH...)</td> <td></td> </tr> </table>	Impression	Transaction	Timestamp	\$ amount	Campaign ID	876 Oak St.	Publisher ID	Denver, CO	nonID	80202	↑	Customer ID:	PersonID	45239	(99GAJFLH...)		 <p>Jessica Lee jessie12@gmail.com 876 Oak St. Denver, CO 80202 'Best Customer' Female No Children Customer ID: 45239 MAID: EA7583CD.. Hashed Email: 4F64C8B...</p>
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(99GAJFLH...)																				
BENEFIT	<p>A persistent ID is your unique link to tie exposure to conversion at the person level.</p>	<p>Persistent ID acts like your customer ID, but in a privacy-compliant, highly secure method that can be used externally.</p>	<p>Move away from measuring marketing's impact on browser and device IDs.</p> <p>Measure impact on real people.</p>	<p>Understand how well your marketing has performed and see what your customers' omnichannel journeys really look like.</p>																

The Benefits of FullContact's Omnichannel Measurement Solution:

Integrated Omnichannel Measurement requires a common identity framework across your sales and marketing ecosystem. This empowers you to confidently navigate marketing channels, fleeting cookies, and a lack of integrated platforms.

Multi-Touch Measurement and Attribution

With over a billion identities in our graph, you can see an individual across media ecosystems, first-party events, devices, and channels. Perform true multi-touch measurement.

Real-Time Access

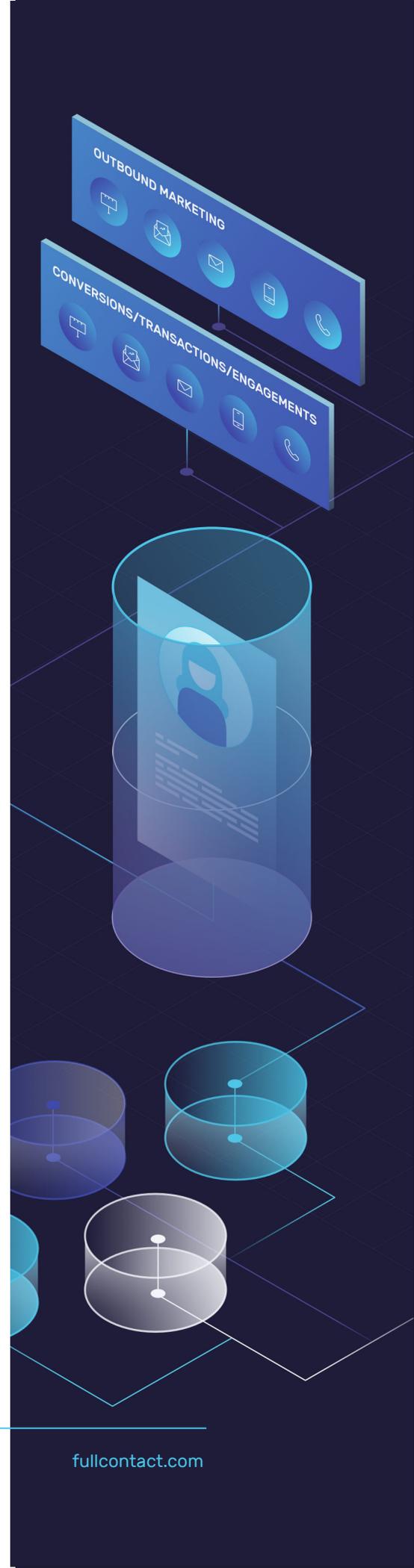
Get updates in milliseconds through our API to continuously optimize your marketing investments.

Easy to Integrate

Smoothly integrate with our self-serve API--no risky Personally Identifiable Information, no cookies, and no tags.

Your Measurement in Your Walls

One persistent PersonID maps to all of your platforms. You control the measurement and attribution models.



All Across the Customer Journey

Continuously measure and analyze by capturing all interactions throughout your customer's journey and mapping them to the PersonID.

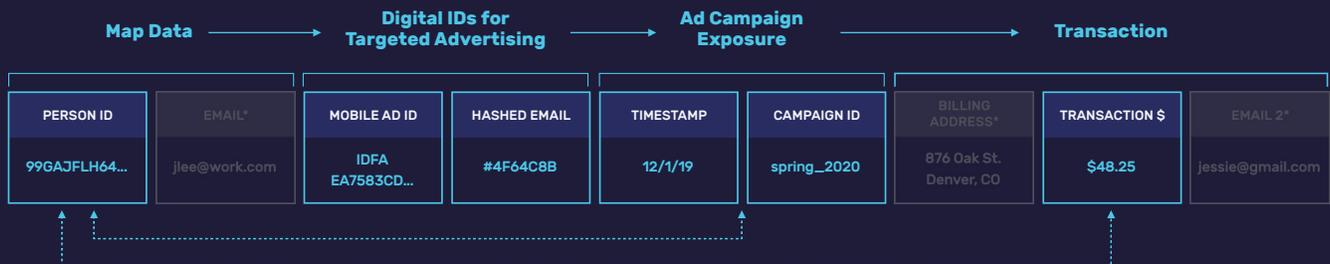
Link to Sales Data

Resolve any engagement back to a PersonID, including transactions, conversions, connections, and more.



Connect Every Platform

Wherever your data or your customer's data lives, connect it with our ubiquitous PersonID for any analytical application.



**Dropped from analysis table to follow privacy guidelines*



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 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 Omnichannel Measurement capabilities, you can talk with an expert at fullcontact.com/contact