



CASE STUDY

Enriched Data and Improved Capabilities in Less Than a Week

Challenge

SmartTouch, an Interactive Real Estate Marketing Agency, needed to **improve its CRM and marketing automation platform capabilities** in order to provide home builders and real estate developer sales & marketing teams with both **more robust data and integrated sales & marketing tools**.



With FullContact and Zapier now integrated with the SmartTouch® NexGen platform, our sales and marketing users have access to the most impactful workflows and limitless actionable data insights available in the industry.

Robert Cowes, President & CEO
SmartTouch® Interactive

SMARTTOUCH®
INTERACTIVE

FullContact lived up to our **Brand Guarantee** by helping SmartTouch recognize and reach their target audience by **3X**.



Solution

By using **FullContact's Zapier integration**, SmartTouch was easily and immediately able to empower homebuilders and real estate developers to deliver a **more personalized experience** to their prospects and engage them in a more meaningful way.

Using a simple name/address as an input, **SmartTouch gained sixteen categories of data**, including householding, Mobile Ad IDs, demographics, lifestyle, education, finance, shopping habits, and purchases.

By implementing a whole-person view of their contacts, sales and marketing teams can analyze the data to better understand their homebuyer profiles to ensure highly targeted sales and marketing communications that **drive higher conversions**.



Results

SmartTouch enabled an entire **enrichment capability in less than a week**, increasing the speed of conversions from shoppers to buyers.