FullContact

Improve Your Sales Prospecting with Identity Resolution

Create Authentic Interactions with Complete Customer Data

Despite the abundance of available business data, prospecting for sales remains a challenge. Customer interactions occur over multiple visits, across numerous online and offline channels, resulting in an ever-growing and fragmented array of data that lacks customer insight. Indeed, IBM reports that 2.5 quintillion bytes of data are created daily.

Identity resolution is the perfect starting point for creating actionable intelligence that improves sales prospecting. It allows you to build and integrate customer data to understand who to target, where they engage, and what message to deliver. You find more customers, shorten the sales cycle, and close bigger deals. Moreover, you reduce churn through more targeted engagement.

Identity resolution improves how you:

TARGET AND SEGMENT PROSPECTS WITH GREATER ACCURACY

Identify the individuals that offer the greatest return on investment and then reach out to them using precise attributable characteristics.

MAINTAIN YOUR CUSTOMER EXPERIENCE

You can link identities across touchpoints and channels to track the customer journey and provide consistent treatment where your customers are instead of making them come to you.

SUPPRESS THE WRONG PROSPECT FROM CAMPAIGNS

Remove the people who don't fit your profile to ensure the right people get the relevant message.

Five Steps to Effective Prospecting

You can use identity data to engage with clients on their terms, based on their profile, using an abundance of customer intelligence. Once in place, identity resolution allows you to execute your prospecting strategy.

1

Make it personal

Identity resolution uses machine learning and other sophisticated techniques to provide a single, comprehensive view of an individual that you can use to engage with them on a personal level.

2

Remain relevant

Once you resolve a lead's multiple online and offline accounts, you build out their profile and receive continuous real-time updates within your existing systems.

3

Act human

Whether you work with business professionals or consumers, interaction that feels like it comes from an actual human prompts attention.

4

Supply value

Help customers solve their problems by understanding their challenges and determining how your brand can provide value that begins before the sale.

5

Keep it casual

The key to prospecting is not selling your company, product, or even yourself. Focus on using relaxed language to establish a mutually beneficial relationship.

Identity Is Your Advantage

What's exciting about the potential for resolving problems (or opportunities) such as prospecting with **identity resolution** is that it's groundbreaking technology. Forward thinking businesses employing identity resolution range from enterprises to startups, in industries from CRM/SaaS to Fraud Management, Consumer Brands to Financial Services. Yet it's still a relatively burgeoning, and soon to be exploding, solution that offers a **distinct competitive advantage**. The question is, what growth-oriented organizations will beat out their competitors first to yield results for years to come?

Founded in 2010, FullContact, Inc. offers industry-leading Customer Intelligence APIs which enable companies to unlock the benefits of understanding their customers and prospects holistically.

For more information about achieving enrichment with the highest levels of data quality and security, please visit **www.fullcontact.com**.