Discover FullContact’s Customer Recognition Solution

FullContact maps unauthenticated identity fragments to a persistent PersonID in real time.

Our Customer Recognition Solution empowers you to create consistent brand experiences and deliver real-time, personalized, omnichannel content and offers across devices. Browse our Frequently Asked Questions to learn how you can use persistent, portable, and omnichannel PersonIDs to immediately recognize your customers no matter where they engage.

**What is Customer Recognition?**
FullContact’s Customer Recognition Solution is a simple JavaScript tag placed on your site to help you recognize authenticated and unauthenticated (i.e. known and unknown) customers. A persistent PersonID is assigned to each customer, empowering accurate mapping to your own Identity Stream and marketing optimization of your site traffic.

With our solution, your business can become more strategic with its outreach and mindful of media spend by leveraging FullContact’s Real-Time Personalization solution. Your unauthenticated website customer data can then be identified by cohorts such as Age 25–34, Income $50K–$75K, or Interest in Reading.

**What is the average customer recognition rate?**
Average customer recognition ranges between 55–65%. A ~30% recognition rate is seen on the lower end and upwards of ~80% on the higher end.

**How does FullContact source its Customer Recognition solution?**
We source our solution through publisher and advertiser networks. Our partners place a tag in their emails sent out to individuals, matching the email address and device to our billions of IDs. The linkage between a hashed email and a device is established by recognizing the following identifiers through the FullContact tag on your website or in a publisher newsletter: IP, URL, 1PC, 3PC & Timestamp.

**What is the importance of having linkages to pre-authenticated cookies?**
Our Customer Recognition solution is built on a unique data set that is authenticated daily through active newsletters, log-in events, and media engagements. Our recognition is tied to 750 million profiles linked to behaviors through 10 billion hashed email connections. The foundation of our stability and scale is accomplished by bridging to hashed email, rather than third-party cookies.

**Will this solution work in a mobile environment?**
This solution currently only supports cookie-based, online environments. FullContact can resolve from a MAID to a PID separately, but our Customer Recognition JS tag currently doesn’t support this.
Can this solution integrate with other tag management platforms?
Yes, it can integrate with any tag management platform. Adobe, Tealium, and Google Tag Manager (GTM) are three documented examples. Learn more here.

What are the acceptable inputs for FullContact’s Customer Recognition tag?
To resolve to a persistent PID, we built our JavaScript webtag to only accept NonID and Lotame’s Panorama (Pano) ID. Currently, an IP address is NOT an acceptable input for the webtag.

How does FullContact handle PII?
Upon recognizing someone coming to your site, PII does NOT get returned. The input is an acceptable digital identifier (NonID or PanoID) and the output is FullContact’s PersonID. If non-PII was used to resolve an individual in the past outside of the webtag with another FullContact product, then PII will NOT be returned from FullContact. If PII was used, FullContact CAN return PII.

Can FullContact honor GPC/browser and individual opt-outs?
Yes. You can configure our Customer Recognition tag to work with your website consent management platform. This will listen for the GPC signal emitted through the browser, as well as help you manage the placement of cookies, tags, and other tracking features. Website visitors select their privacy preferences accordingly.

How can I know if a website visitor is already in my CRM file?
It’s best practice to Map and Resolve your customer’s entire CRM file prior to putting our tag on your website by leveraging FullContact’s Identity Streme™ product. By doing this, you receive back PIDs for all records on their CRM file. When visitors come to your site, the PID becomes a persistent identifier that tells you who is on your site. You can use this information to perform downstream actions like personalization, content effectiveness, and much more.

Find out more about FullContact’s Identity Streme HERE.

How many recordIds can I map to one person?
You can map any number of recordIds to a person. This can include customer IDs, transaction IDs, order numbers, etc.

Can I map and resolve a website visitor in one API call?
No, however, you are able to use webtag.mapResolve to send and map digital identifiers to Record IDs. Resolving the digital identifier to a PID will need to be performed in a separate call.

Can FullContact’s Customer Recognition tag return HEMs and/or MAIDs?
The tag itself will not return HEMs and/or MAIDs. To have these data elements returned, you can call our Person Enrich API and ensure the MAID and HEM Amplification bundles are enabled for your account.

Is the Customer Tags feature and functionality in FullContact’s Identity Streme available as part of the Customer Recognition tag?
The customer tags feature and functionality is currently not part of the JavaScript tag. A customer would need to separately set-up and call these endpoints to create, update and/or delete customer tags that are stored within a customer’s Identity Streme.

Is the Customer Recognition tag sold separately from FullContact’s People Under Management (PUMA) billing model or Resolve?
Yes, it can be sold separately. We typically charge $1.50 CPM for Customer Recognition, but please contact us for a more detailed price quote.

Contact sales@fullcontact.com to get started today