Specialty Retailer Improves Customer Experience: Mastering Identity to Drive Personalization

Challenge: A popular specialty retailer needed to know its customers better and understand how to reach them where they were with personalized messaging. It worked to tailor its messaging and connect sales to specific campaigns and customers for a first-ever view of what works.

Solution: Acxiom's omnichannel marketing environment provided the retailer a complete solution for a single view of customers, personalized reach and measuring customer activity with campaigns – for relevant customer experiences and a view of what's working.

Results:. 50% improvement in data quality for better customer recognition, 11% year-over-year Increase in ability to reach known audiences through digital channels and a single source of truth for customer metrics across the organization, resulting in quicker access to KPIs for business decisions.

acxiom.

Customer and Household Recognition

Increased by 14%

Increased Recognition of Digital Audiences

11% year over year

Partnering with Acxiom enabled the company to have a single source of truth for customer metrics across the organization, resulting in quicker access to KPIs for business decisions.

Data Quality

50% Improvement

Data-Driven Insights

Better Customer Experience