



## AN ACXIOM CASE STUDY

# MEDIA COMPANY EMBARKS ON JOURNEY TO KNOW CUSTOMERS BETTER

America's Test Kitchen is a highly successful cooking brand that includes two syndicated cooking shows distributed in the U.S. and Canada, two cooking magazines, podcasts, an online cooking school, cooking websites and a cooking app of its mission is: "inspiring confidence, community, and creativity in the kitchen. Through an extensive testing process, home cooks are given the best recipes, resources, techniques, and tools so they can approach any recipe with confidence."

America's Test Kitchen recognized potential growth in continuing to transform from being product-centric to customer-centric. They sought a more complete view of how they were interacting with customers. The organization's leadership knew it needed to meet rising customer expectations to quickly understand recent activity across all touchpoints. To reach these goals and fulfill its stated mission, America's Test Kitchen recognized a need for unencumbered, transparent, cost-efficient, and rapid access to what was previously disparate customer data residing in multiple product silos. It needed this data unified into a new single source of truth, giving the organization trust in the customer data it previously did not have, and quick, accurate insights into both campaign performance and business results.

Collaborative, upfront discovery and analysis helped America's Test Kitchen determine what data would likely provide the most value to the use cases it was looking to affect, the best and most effective ways to collect it, and the value it should expect to get from it. Acxiom's Customer Intelligence Platform, including a marketing data foundation combined with Acxiom's Real Identity capabilities, allowed America's Test Kitchen to quickly assemble and connect true views of its customers across channels.

## CLIENT

America's Test Kitchen

## APPROACH

- Data Strategy Planning
- Data Unification
- Data Cleansing and Enhancement
- Identity Resolution
- Industry-Leading Privacy Compliance
- Optimized for Martech/Adtech Adaptability

## SOLUTION

Acxiom's Customer Intelligence Platform including a marketing data foundation and Acxiom's Real Identity solution provided America's Test Kitchen a single and consistent view of its customers, the ability to personalize messaging measure customer activity with campaigns, and measure overall business results—for rich customer relationships and a clear view into what works.

## RESULTS

- Enabled the capability to deliver an enhanced and more personalized customer experience
- Accurate analysis of customers' lifetime value
- Predictive model to reduce churn of email opt-outs
- Reduced inefficient manual reporting
- Identified cross-sell and upsell audiences, driving incremental revenue
- Dramatically reduced amount of time needed to generate business reports
- Built a win-back model to identify the most likely audience to re-subscribe

— AMERICA'S —  
**TEST KITCHEN**

What does this mean for America's Test Kitchen's business? The ability to match marketing campaigns and business lines with the right customers, to measure and learn across time, gain better business intelligence—and do it all at scale and speed and with a compliant and privacy-first approach that benefits the bottom line.

Once the solution was in production, Acxiom provided ongoing education and solution support, making sure America's Test Kitchen understood how it could continue to reap the most value from the solution. In a world of automation, this white-glove level of service allowed a better understanding of business needs, pain points, and newfound partnership opportunities.



#### THE ACXIOM SOLUTION ENABLES:

**An Accurate and Current View** – A single view is generated for each unique customer, which required uniting, cleaning, and enhancing the data and identifying and removing duplicates. Most importantly, customer data is always changing. That means the solution also needs to provide daily updated views with new marketing and transactional activity, which provides timely and relevant insights into the state of the business and customer interactions.

**Discovery of High-Value Customers** – Custom modeling identified high-value customers and prospects.

**Business Intelligence** – Comprehensive business analysis measures and tracks performance trends of products, channels, and customer segments.

**Campaign Effectiveness and Execution** – The solution provides the ability to stage and execute highly effective campaigns that leverage historically rich data combined with the latest intelligence through automation, enabling marketing with memory.

**Connections to Digital Ecosystems** – Connected data allows America's Test Kitchen to reach its customers across physical and digital touchpoints with relevant cross-channel marketing, helping ensure it always reaches the right individuals.

**Metrics across ALL channels** – Nightly updates ensure America's Test Kitchen has the latest insights to rapidly tie customer activity to campaigns and measure business results. Acxiom also delivers insights and provides ad hoc reports for further analysis and deep dives.

America's Test Kitchen achieved all of this in Acxiom's secure, privacy-compliant environment, supported by a dedicated delivery support team. Most critically, America's Test Kitchen is now engaging in real-time interactions with customers and can shift its communications and offers to help improve and deepen those relationships. With insight into campaign performance, across all lines of business, America's Test Kitchen can confidently allocate resources to the best-performing audiences and channels.

## WANT TO KNOW MORE?

To find how Acxiom can help you find and reach your best customers, contact us at [info@acxiom.com](mailto:info@acxiom.com).