



FIRST-PARTY DATA STRATEGY CONSULTING

acxiom®

TAKE CONTROL OF YOUR CUSTOMER DATA BY REINFORCING YOUR FIRST-PARTY DATA GRAPH

Connecting with customers and prospects, presenting personalized messages and understanding how people interact with brands is about to get harder. The deprecation of third-party cookies along with new privacy laws mean the marketing ecosystem is undergoing a fundamental shift.

Brands that collect and curate first-party data are positioned to achieve greater business results than brands that don't, especially once third-party cookies are gone. Synthesizing and analyzing multiple data sets is more important than ever. A company's data about customers and prospects is a critical centerpiece of a successful first-party data strategy. In light of the growing power of the walled gardens, it is critical to own your data and use it for insights when it is appropriate. This means brands have to collect it and curate it in an ethical, privacy-compliant manner. They have to provide value and safety in return for identifiable data.

Marketers are trying to identify and connect with people through an ever-growing number of devices while considering how to build data-driven solutions to address multiple uses across the enterprise. Advertisers must adapt to new and ever-changing privacy regulations and take command and control of relationships by focusing on optimization, resolution and enrichment of their "private" first-party data.

Acxiom's first-party data strategy solution is a focused consultative engagement to assess the strengths, weaknesses, opportunities and gaps in a brand's current first-party data to develop a roadmap for actions to be taken over the next 6-12 months to prepare for and thrive in a world without third-party cookies.

KEY BENEFITS OF FIRST-PARTY DATA STRATEGY CONSULTING WITH ACXIOM

- Tap into first-party data subject matter experts to assess the strengths and weaknesses in your current first-party data collection and management practices
- Design a first-party data strategy that scales your digital transformation efforts and builds solid capabilities for future business growth
- Reduce unnecessary spend by employing an enterprise data strategy across your technology stack
- Improve decision making based on a holistic view of the customer
- Increase customer loyalty and retention by delivering improved customer experiences
- Navigate the regulatory landscape with confidence, provide transparency and honor people's privacy preferences

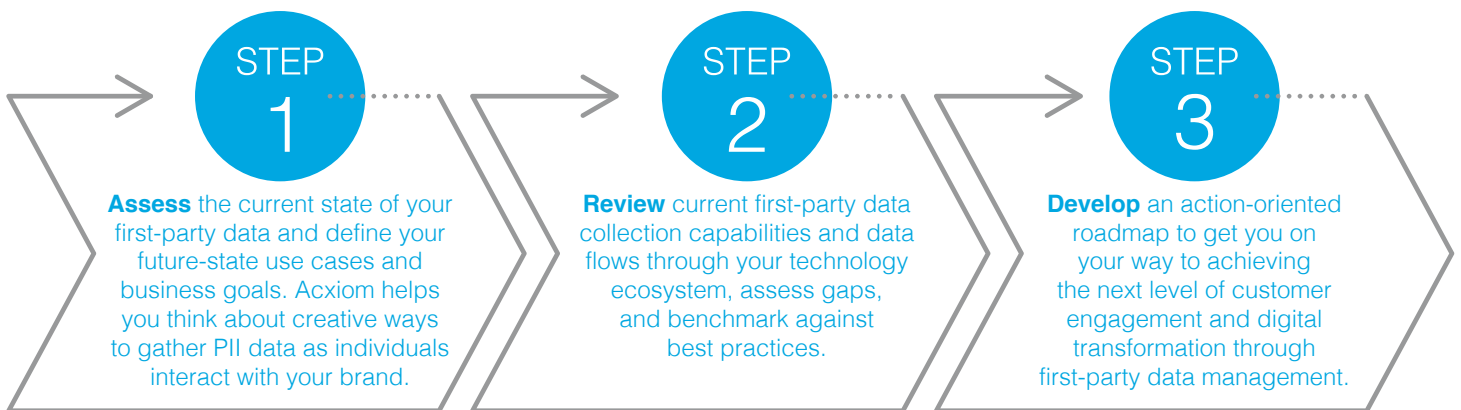
A brand's first-party data is like a gardener's soil; it's the single most important factor, within the advertiser's control, to grow, nurture and establish positive sustainable relationships with their customers. By getting first-party identity and data management right, the balance between value and privacy is established in the marketing and advertising ecosystem, resulting in meaningful engagements and long-lasting relationships.

“First-party data is more accurate because you obtain it directly from your customers and prospects, unlike the third-party data that is often aggregated from various data sets. Also, this data comes from your audience, making it more relevant to your business. As your relationships with customers grow, you'll be able to add new details and refine your data sets, keeping the data up-to-date and precise.”

Source: <https://piwik.pro/blog/first-party-data-value/>

ACXIOM'S ENGAGEMENT STRUCTURE

Acxiom will help you prepare for a first-party data strategy solution via a three-step process.



Acxiom can help your organization Assess, Review and Develop a first-party data strategy based on your unique requirements, resources and existing systems and data repositories. Leverage our more than 50 years of expertise to enable you to protect privacy, mitigate risks from third-party cookie deprecation and drive toward new and better business outcomes.

TO FIND OUT MORE ABOUT THRIVING IN A WORLD WITHOUT THIRD-PARTY COOKIES, visit [acxiom.com](https://www.acxiom.com) or email info@acxiom.com.

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