

Virtual Happy Hour

ACXIOM ANALYTICS

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AGENDA

Journey Analytics & Personalization

Measurement has gone to the Cloud

Data Storytelling & Visualization

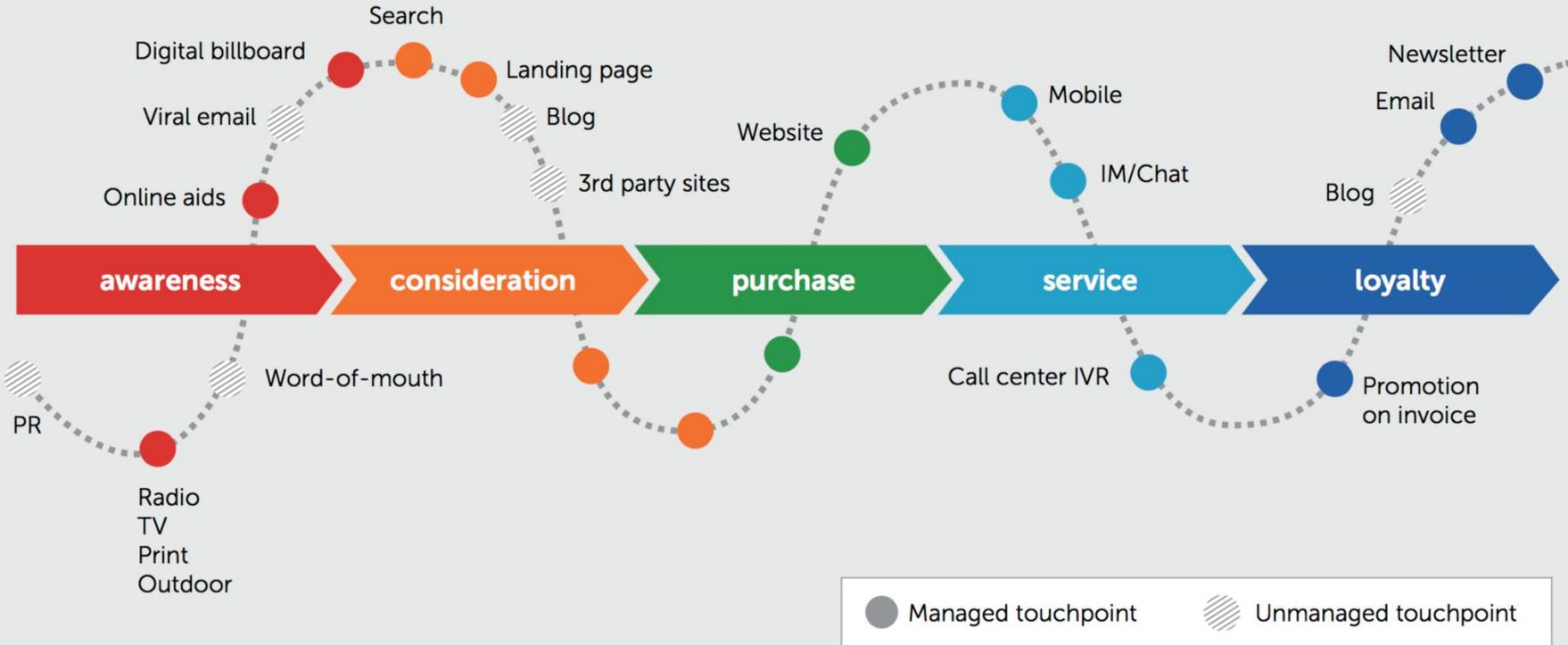
Journey Analytics & Personalization





DESIGNING GREAT CUSTOMER EXPERIENCES IS GETTING
EASIER WITH THE RISE OF PREDICTIVE ANALYTICS

LEVERAGE THE JOURNEY DATA YOU HAVE





THREE KEY COMPONENTS TO JOURNEY ANALYTICS

1. Customer-level data
2. Predictive customer scores
3. Action and insight engine



ENABLE YOUR DATA ECOSYSTEM TO APPLY DECISIONING FOR PERSONALIZATION

Measurement Has Gone to the Cloud



Measurement Evolution

It's been a crazy ride

✓ **Single Channel to Multi-Channel to Omnichannel**

The industry has move from simple A/B Direct Mail campaign testing to Omnichannel campaigns requiring significant coordination of efforts

✓ **Non-Addressable vs Addressable to All Media**

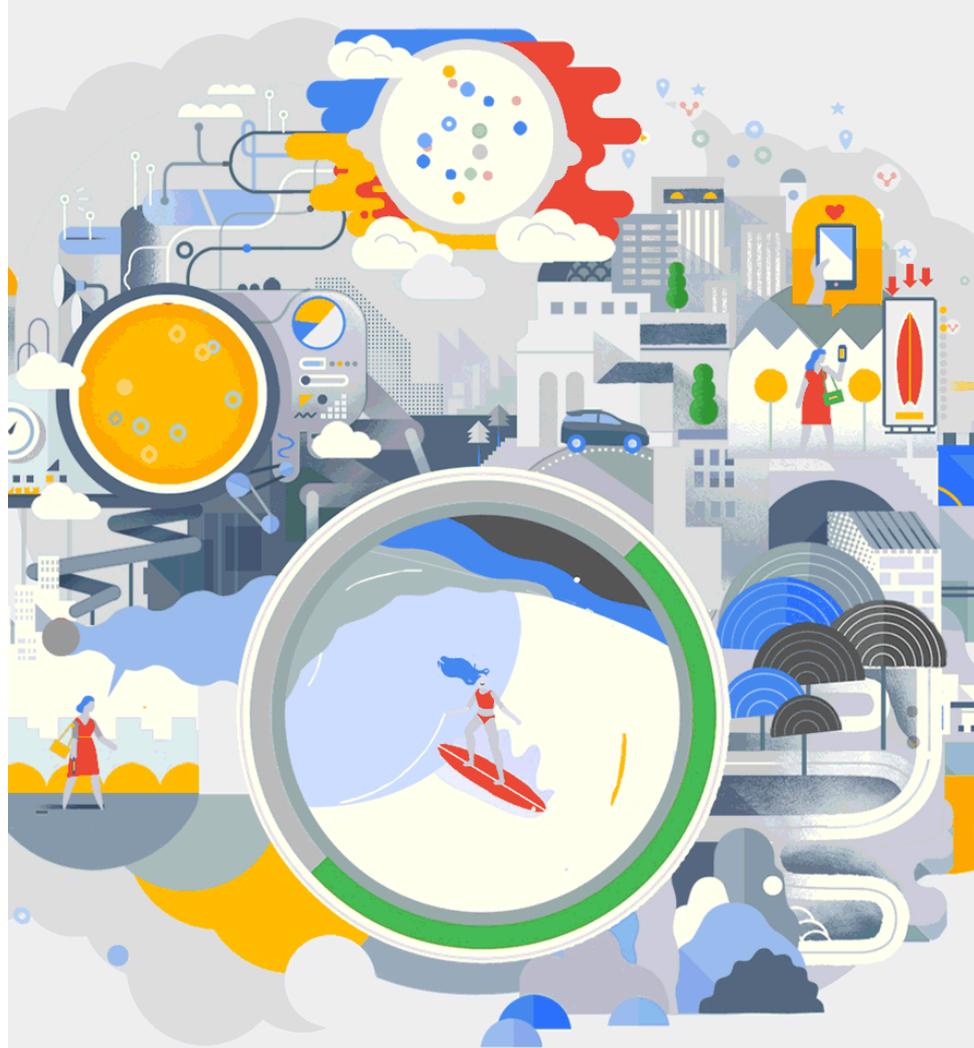
Ad recall reporting has migrated to MMM and simple addressable campaign reports have evolved to MTA. Now we're combining MMM and MTA to simultaneously optimize across all media. Don Draper wouldn't recognize our world today

✓ **Metric Proliferation**

With the increases in complexity, the availability of metrics has exploded to the point that we track everything

✓ **Decision Sciences**

As the environment has become more complex, decision sciences has kept pace to help us be more effective as marketers



INCREASED COMPLEXITY



CONNECTIVITY



PROLIFERATION



ECOSYSTEM

MEASURE THE
RIGHT THINGS



TIMELINESS



DESIGN FOR
IMPROVEMENT



REDUCE COMPLEXITY

CLOUD COMPUTING ENABLES A PARADIGM SHIFT

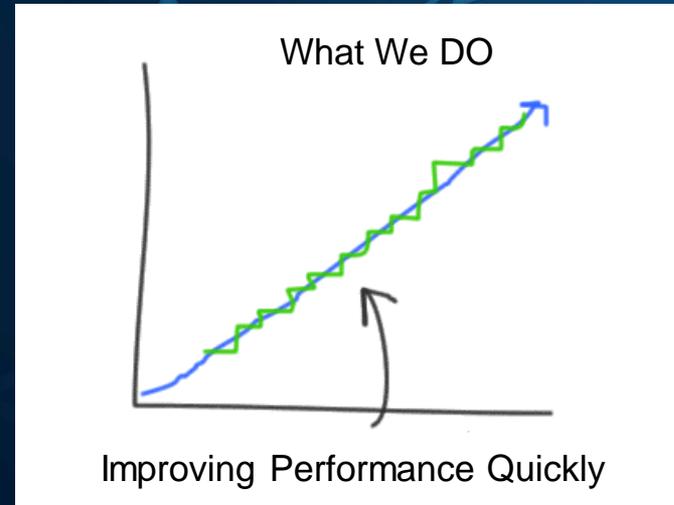
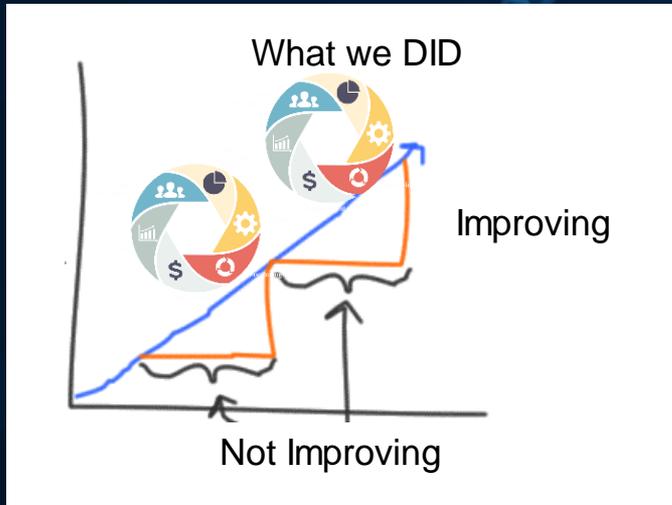


Key enablers of cloud computing that shift the focus to ongoing optimization:

- Connectivity
- Scalability
- Decision Sciences at the Edge

CLOUD PLATFORMS ENABLE CHANGE

Change what and how we do things today to drive change



Data Storytelling & Visualizations



A PICTURE

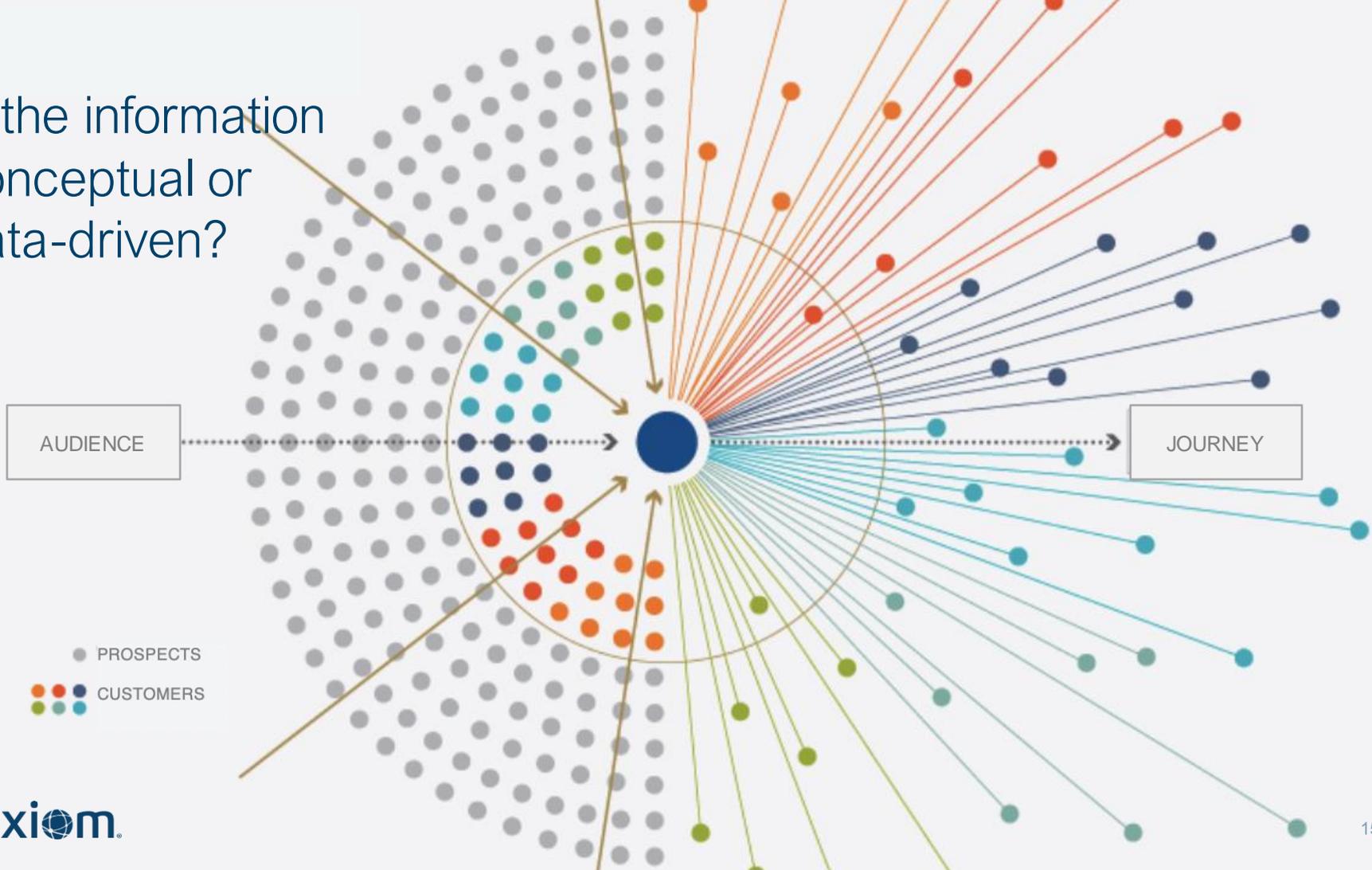
CAN TELL A

THOUSAND
WORDS

BUT A FEW WORDS CAN CHANGE ITS

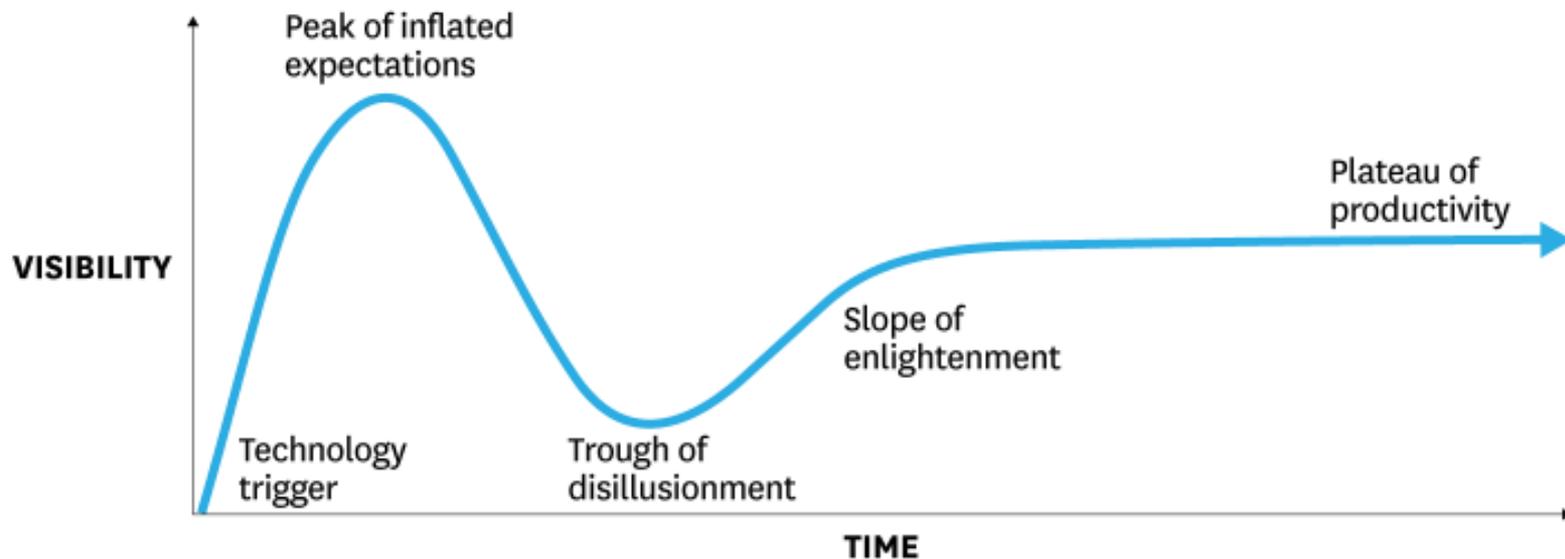
STORY

Is the information conceptual or data-driven?

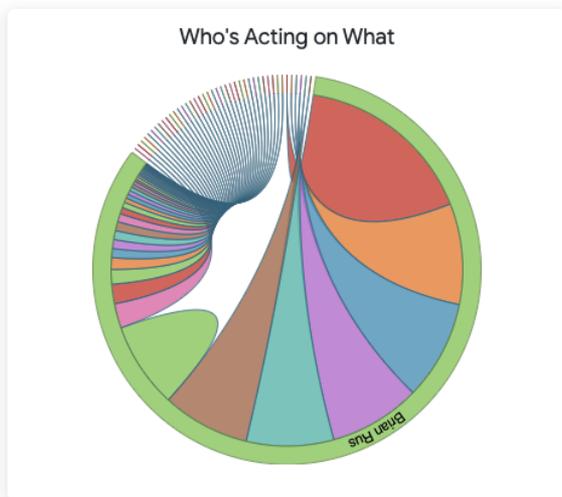
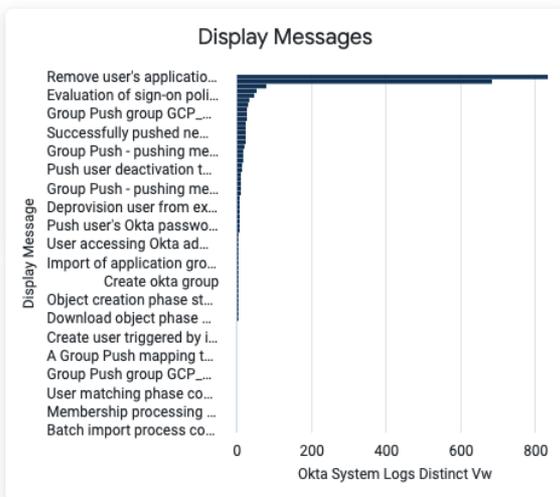
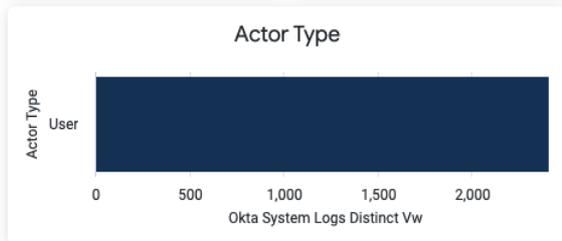
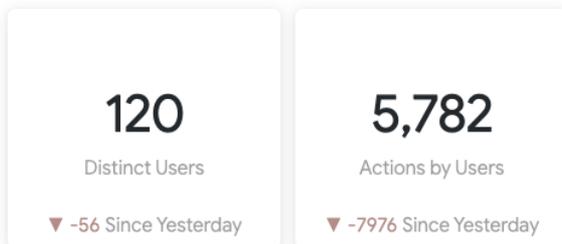


Conceptual

Hype Cycle for Emerging Technologies



Data Driven



Users by Latest Login

	Actor Display Name	Latest Published Dt	Number of Actions By...
10	Joel Tindall	2021-07-14	672
11	Justin Linz	2021-07-14	430
12	Monica Gunter	2021-07-14	378
13	Jeff Clarke	2021-07-14	450
14	Jeannie Wood	2021-07-14	330
15	Katarzyna Kulinkow...	2021-07-14	210
16	Deepika Singh	2021-07-14	282
17	Brian Brown	2021-07-14	414
18	OktaMastered Admin	2021-07-14	8,039

Event List

	Published Time	Display Message	Actor Display Name	Target Display Name	Outcome Result
1	2021-07-12 18:58:33	User single sign on to app	Brian Rus	Okta Browser Plugin	SUCCESS
2	2021-07-12 18:58:33	User single sign on to app	Brian Rus	Brian Rus	SUCCESS
3	2021-07-12 18:58:32	User single sign on to app	Brian Rus	Bookmark App	SUCCESS
4	2021-07-12 18:58:32	User single sign on to app	Brian Rus	Brian Rus	SUCCESS
5	2021-07-12 18:58:31	Evaluation of sign-on policy	Brian Rus	Default Policy	ALLOW
6	2021-07-12 18:58:31	Evaluation of sign-on policy	Brian Rus	Default Rule	ALLOW
7	2021-07-12 18:58:30	User login to Okta	Brian Rus	⊗	SUCCESS
8	2021-07-12 18:58:30	Evaluation of sign-on policy	Brian Rus	Default Rule	ALLOW
9	2021-07-12 18:58:30	Evaluation of sign-on policy	Brian Rus	Default Policy	ALLOW

Am I declaring something or exploring something?

MAKE A DECLARATION – Where to Target

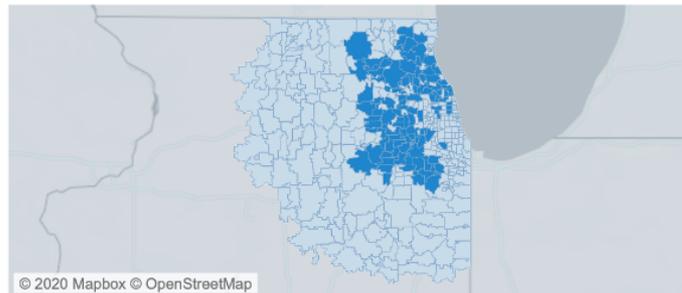
High interest Chicago zip codes, identified by interest in CUVs and a high number of people nearing the end of their lease or loan.



Selected Chicago High Value Audience

1,709,824
People Interested in CUVs

22,168
People End of Term



Market Timing

	Months Remaining on Lease or Loan				
	10, 9	8, 7	6, 5	4, 3	2, 1
\$150 - \$350	1,494	1,827	1,948	1,704	1,248
\$351 - \$650	2,231	2,385	2,495	2,109	1,469
\$651 +	720	688	758	686	404

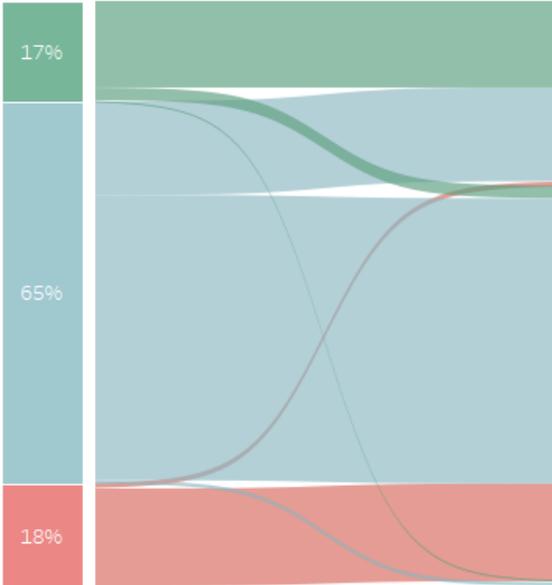
Channel Propensity Scores (10 = Most Effective, 1 = Least Effective)

Direct Mail (8.7)	Email (6.5)	Phone (5.4)	Digital (8.2)	TV (6.4)
				

EXPLORATION – How the data flows

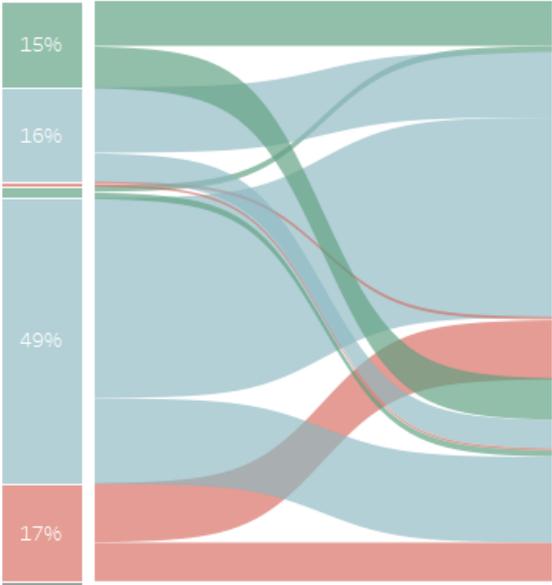
Are you the owner?

- 17.1% - Yes, I own it
- 65.2% - Previous, but no longer own
- 17.7% - No, I never owned it



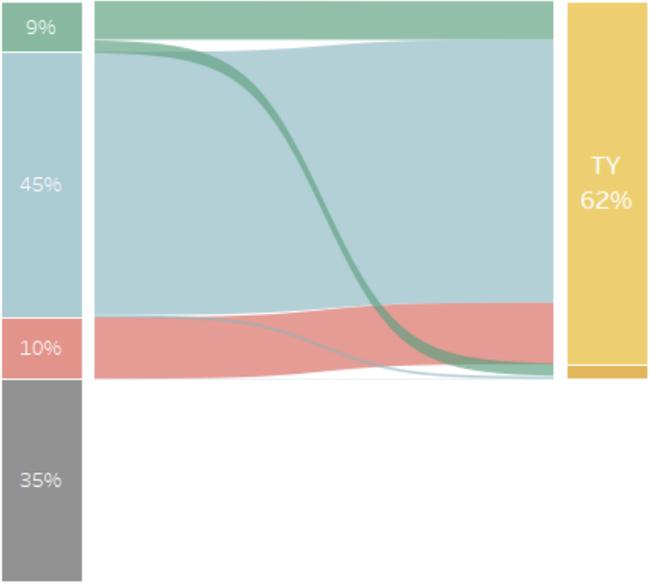
Are you the primary driver?

- 31.5% - Yes, I am the primary driver
- 67.4% - No, I am not the primary driver
- 1.1% - User left the survey



Can you give us contact information?

- 64.3% - User provided PII
- 34.6% - User left the survey
- 1.1% - Previously left



EXPLORATION – Drilling down into the details



2,182

Responders filled out some form of PII that was compared to the information we currently have.

PII Response Breakdown

Field	Answers	New Info	Info matching database
FirstName	2,148	47.0%	53.0%
LastName	2,157	32.5%	67.5%
Email	595	25.9%	74.1%
HomePhone	621	46.2%	53.8%
CellPhone	1,105	64.6%	35.4%
WorkPhone	304	56.9%	43.1%
Address	1,973	44.7%	55.3%
City	2,015	39.3%	60.7%
State	2,051	29.7%	70.3%
ZIP	2,007	38.7%	61.3%

KEY TAKEAWAYS

1



Pack Smartly
for the
Journey

2



Measure Twice
Cut Once

3



Paint a Picture
(but) Tell
a Great Story

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