ACXIOM

# OPTIMIZE YOUR CDP INITIATIVES AND INVESTMENT

A COMPREHENSIVE SUITE OF CUSTOMER DATA PLATFORM OFFERINGS

Individuals expect personalized experiences and for brands to recognize them at every touchpoint, whether browsing a website, engaging with a social media post, or making an in-store purchase. Those expectations present businesses with the daunting task of integrating an often-fragmented view of the customer across business functions, technologies, and interactions. However difficult, recognizing that person is the foundation of experience management to ensure every customer experience is positive, creating a strong relationship with the brand.

CDPs are powerful tools that are reshaping the martech space and evolving brands' capabilities to unify known personal information (PI) and anonymous customer signals. CDPs create the potential for enormous value for the brands that use them and the customers who interact with those brands. But no single tool or platform can solve all the complex challenges brands face; proven omnichannel solutions powered by experienced professionals with the expertise to orchestrate data between digital and offline environments are essential. For marketing to be successful, brands must better understand and connect with people, knowing who individuals are and what cross-channel data tells us about their preferences.

ACXIOM'S CDP ENABLEMENT SOLUTIONS AND SERVICES

Enable better customer experiences with your CDP by leveraging Acxiom's data expertise, execution capabilities and complementary products.
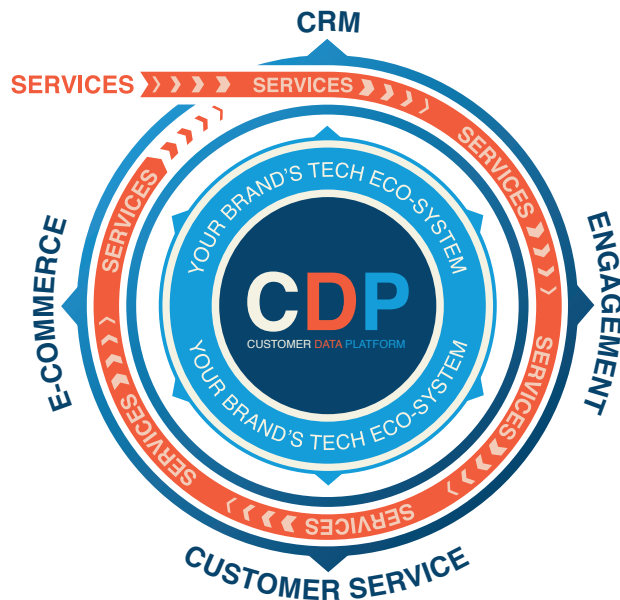
KEY USE CASES

With Acxiom's enterprise-class capabilities and services, you can significantly improve the performance and business outcomes of your CDP initiatives, or alternatively augment your existing Acxiom solutions with CDP real-time personalization and activation capabilities to create a more robust solution.

CDP Strategy and Selection
Define your business objectives, data strategy, and use cases before you select a CDP so it will achieve its full potential and ROI.

CDP Implementation and Integration
Ensure your CDP is successfully deployed and integrated in your enterprise by partnering with Acxiom for expert professional services and benefit from our decades of experience as we install, configure and manage your CDP.

CDP Optimization
Get more value from your CDP with Acxiom professional services to assess the current state of your CDP and receive a plan to improve performance and results unique to your business objectives.

Enterprise Customer Data Management
Combine Acxiom's data management solutions with your CDP to connect all your customer and prospect data, past and present, to achieve in-the-moment personalization, critical historical insights, and forward-predictive capabilities for truly differentiating customer experiences.

Custom Modeling
Create a customer portrait and refine campaign audiences with look-a-like and response modeling, combining data from your CDP with other data assets like the demographics of customers who execute offline transactions.

Improved Personalization
Tailor your personalization strategy to pair your CDP with Acxiom's Real Identity solution, enhancement data, and robust customer data management capabilities to improve your personalization accuracy, intelligence, and performance; capture all your CDP events and keep them as long as you like to create a comprehensive personalization strategy centered around your customers' interactions—anytime, anywhere.

Improved Identity Accuracy and Reach
Recognize up to 5X more people by integrating Real Identity with your CDP's identity capabilities to improve both reach and accuracy. The inclusion of your unique brand identity graph and referential identity enables more accurate customer recognition, so you can optimize your customers' experiences with your brand.
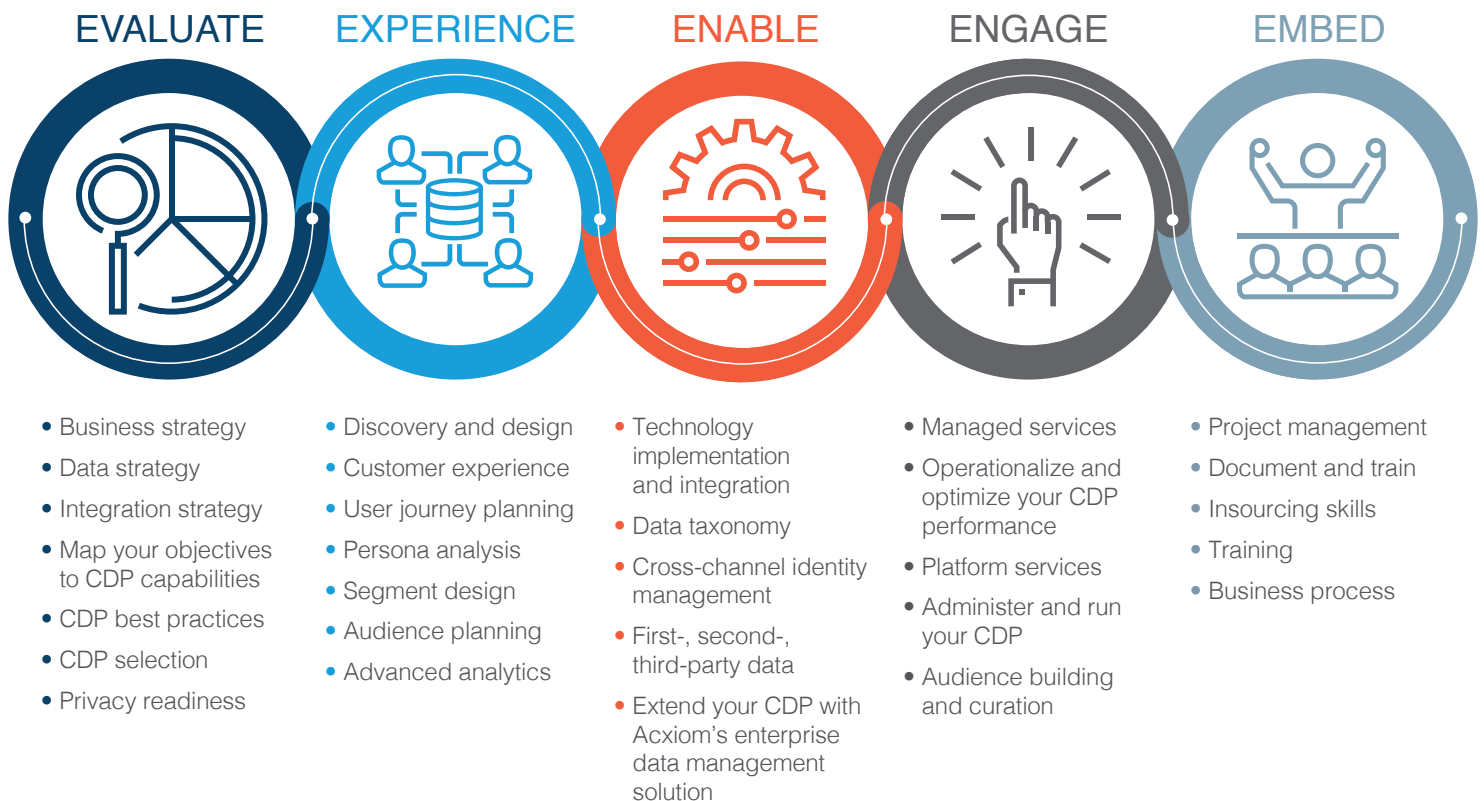
Advanced Analytics
Meet your unique, sophisticated analytics and measurement needs by combining your CDP data with all your first-, second- and third-party data assets for use by your in-house and/or Acxiom's data scientists, then deploy actionable insights and results into your CDP.

Acxiom knows data, no matter where collected or stored or what technology uses it. Acxiom enables people-based marketing everywhere through a simple, open approach to connecting systems and data to drive better customer experiences for people and greater ROI for businesses. A leader in identity, customer data management and the ethical use of data for more than 50 years, Acxiom helps clients and partners work together to create millions of better customer experiences, every day.

OPTIMIZE WITH STRATEGY & SERVICES

Achieve better customer experiences with your CDP by leveraging Acxiom's data and identity expertise and execution capabilities.

EVALUATE	EXPERIENCE	ENABLE	ENGAGE	EMBED

EVALUATE
- Business strategy
- Data strategy
- Integration strategy
- Map your objectives to CDP capabilities
- CDP best practices
- CDP selection
- Privacy readiness

EXPERIENCE
- Discovery and design
- Customer experience
- User journey planning
- Persona analysis
- Segment design
- Audience planning
- Advanced analytics

ENABLE
- Technology implementation and integration
- Data taxonomy
- Cross-channel identity management
- First-, second-, third-party data
- Extend your CDP with Acxiom's enterprise data management solution

ENGAGE
- Managed services
- Operationalize and optimize your CDP performance
- Platform services
- Administer and run your CDP
- Audience building and curation

EMBED
- Project management
- Document and train
- Insourcing skills
- Training
- Business process

TO LEARN MORE

on how Acxiom can help with your CDP strategies, please contact us at info@acxiom.com.

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