



## AN ACXIOM CASE STUDY

# HOW A LEADING AUTO COMPANY LEVERAGED CUSTOMER DATA PLATFORMS TO DRIVE MEDIA OPTIMIZATIONS

## SUMMARY

Facing a need to deliver personalized and optimized campaigns across paid, owned, and earned channels, plus optimized media spend, this Acxiom-led Customer Data Platform (CDP) solution revolutionized a leading, global automotive client's martech stack to provide an enhanced customer experience. As a result, this automotive leader can now deliver an automated, relevant, timely, and consistent customer experience at scale—from the moment the customer views the first ad to their visit to the dealership, and beyond.

## THE CHALLENGES

Wanting to optimize media campaigns but facing a lack of reporting clarity, this automotive leader needed to increase ownership of their internal martech stack, and ensure multiple agencies were brought into their customer engagement platform to deliver end-to-end personalization to customers across 16 European markets.

## RESPONSE

Using a combination of a Customer Data Platform from Treasure Data, a Digital Experience Platform from Sitecore, and Acxiom's data management expertise, the client drove media optimizations through an enhanced data layer. Acxiom facilitated partner selection and contracting for the client, simplifying the process and planning phases, and providing full contractual transparency. The client's core system stayed untouched, while Acxiom experts consolidated functionalities through a flexible model with Treasure Data, and made the data actionable with Sitecore, so the organization can now push personalization to the wider space and treat data as an asset.

- Treasure Data is a leading global Enterprise Customer Data Platform, used for its strong data management and analytics capabilities, to provide an enterprise data layer for the client.
- Sitecore Personalization was used for orchestration, decisioning, and personalization within owned properties.

## THE IMPACT

The organization's new CDP solution provides a connected enterprise data layer from which the client can create consistent customer experience across all touchpoints, allowing teams to make data-driven decisions, optimize operations, and increase budget efficiency. In addition:

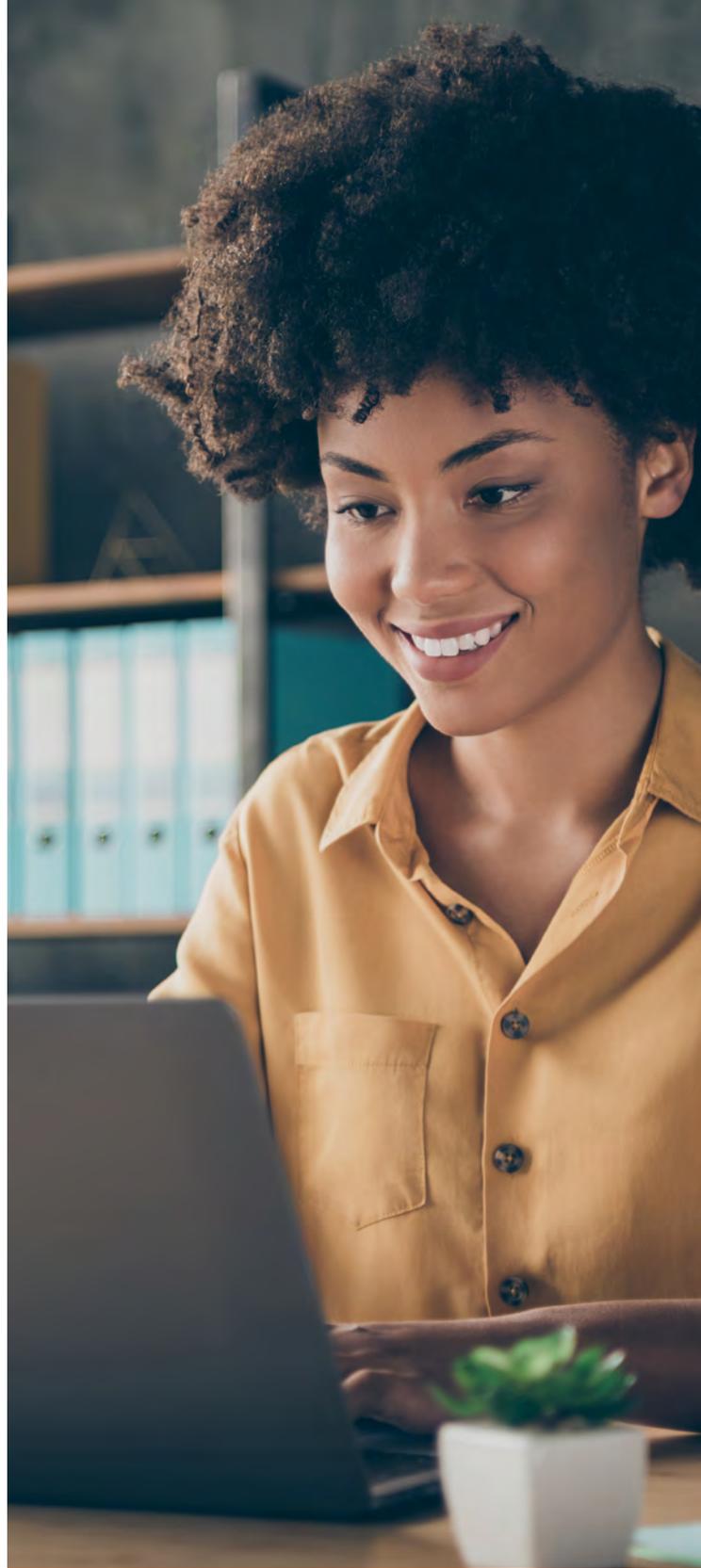
- The organization can now better leverage first-party data to inform and optimize campaigns for multi-channel media execution.
- A scalable program template enables rollout to further regions.
- Data is now client-owned and actionable for learnings, innovations, and iterations.

## MOVING FORWARD

With the help of Acxiom and other IPG agencies, this global automotive leader was able to connect the dots for their marketing teams, achieve data transparency, optimize media execution, and improve ROI and measurement.

Looking forward:

- The client will continue to progress a common strategy across other geographies that deliver against KPIs and business imperatives.
- Acxiom will drive a process of continuous improvement and transformation, to support the organization in becoming fully data driven.
- This solution will enable continuous customer journey mapping, so the organization can continue to evolve their media strategy.



## TO LEARN MORE

about how Acxiom can work for you, contact us at [info@acxiom.com](mailto:info@acxiom.com).

[acxiom.com](http://acxiom.com) • [info@acxiom.com](mailto:info@acxiom.com)

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