

The background of the slide features a scenic landscape with a large, calm pool in the foreground that reflects the sky and the surrounding environment. The pool is bordered by a light-colored stone ledge. On either side of the pool, a large, potted agave plant sits on a matching stone ledge. In the distance, there are rolling green hills and a body of water, possibly a lake or a wide river, under a clear sky. The overall atmosphere is serene and natural.

ACXIOM TRANSFORMATION SUMMIT

2022 REVIEW

FOREWORD

Year 2020 was one of “resilience.” Year 2021 was one of “emergence.” Almost five months into 2022, it is clear this is the year of accelerating “transformation.”

People pivoting to digital channels for communication and commerce was not caused by the COVID-19 pandemic – but it most certainly was accelerated. Businesses have been giving their best efforts to keep up with accelerated, changing demands. Growth in digital product and service offerings jumped ahead by an average of seven years in just a few months in 2020.¹ And for most brands, the transformation required to effectively manage people’s purchase journey continues.

As we look back on our time in Austin, I’m reminded of the keynote session and, “The Next Five Years.” It took us 10,000 years to get from the abacus to the iPad – but the pace and amount of change in the next five years will exceed that leap. Change will continue to accelerate, people’s demands will continue to increase, and the amount of data and platforms available to solve for customer experience (CX) challenges will continue to grow. This is good news and bad news. Transformation requires us to deal with this complexity.

As it turns out, the change this complexity is forcing has uncovered opportunities. For example, when we think about the pending deprecation of the third-party cookie, we remind ourselves that the third-party cookie was never that great of a tracking mechanism. A first-party approach, which brands can control, to measurement will be more accurate and powerful. And of perhaps greatest importance, a first-party strategy, greatly reduces dependence on walled gardens.

We recognize that adjusting to change requires thoughtful planning and flawless execution. It is hard work. Acxiom stands ready to assist. We look forward to continuing the transformation journey with you as your trusted partner.

In the following pages, we share our top takeaways from the event and some of our most recent thought leadership around the topics we shared with you while we were together. We trust you will find these perspectives interesting, thought-provoking and practical.

1. <https://www.consultancy.uk/news/26372/covid-19-has-accelerated-digital-transformation-by-seven-years>



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DATA & DATA MANAGEMENT

- Three Principles for Being Data Driven
- Getting the Most Value from your Third-Party Data Relationships
- Retail Media Networks: The Next Big Thing
- Case Study: *Golf Digest*

THREE PRINCIPLES OF BEING DATA-DRIVEN:

PRINCIPLE #1 CREATE

- **Create an enterprise data strategy.** Creating your data strategy is the first step. It is impossible to transform your organization into a data-driven business without a strategy, plan and roadmap. The best companies in the world ask people for their data, but they don't do it all at once. Creating a value exchange between people and your brand will give you direct, consent-based insights and is fundamental to your success.
- **Create a data-driven organization.** A mindset shift is key. I have heard directly from Billy Beane, the GM of the Oakland A's and the inspiration behind Michael Lewis' book "Moneyball: The Art of Winning an Unfair Game," that, "You can't choose to listen to the data only when it supports your argument." Cultural shifts regarding the use of data must occur.
- **Create your identity graph.** Connecting your customer data in an identity graph that is unique to your brand is paramount. Synchronize identity data that is used across your enterprise and synthesize and analyze every customer transaction no matter where it happens. To understand people, you must first recognize them.

PRINCIPLE #2 CONNECT

- **Connect across the company to drive insights and accountability.** Get data in the hands of the people who can use it to transform your business: the product teams, the support teams, the delivery teams, and yes, the executives, so that they, too, can become data-driven. Business management thought leader Peter Drucker said, "Culture eats strategy for breakfast." In today's business environment, a data-driven culture eats a technology strategy any day.
- **Connect rich third-party and second-party data to your first-party data.** There is a significant amount of data available for purchase or trade that helps create insights about your customers. Start at the core with demographics and psychographics, then layer in behavioral, preference and consumption insights. Connecting your data with strategic partners to maximize the outcomes of your business will be a key competitive differentiator going forward.
- **Connect your martech and adtech.** The best companies in the world have invested millions in their marketing technology stacks and have spent as much or more in the advertising ecosystem each year. Connecting the two puts more data in your hands and provides greater control of how and where your media dollars are spent. One of the biggest cost savings from being data-driven is connecting all your addressable marketing audiences and insights.

PRINCIPLE #3 ACTIVATE

- **Activate data at every consumer touchpoint to enhance customer experience.** Forming relationships and meaningful value exchanges with people requires data. Any permissible data you can use to help people save time, money or delight them with new insights or suggest new content/products/services is almost always looked on favorably by your customers.
- **Activate your data across all paid media to optimize spend and increase performance.** Some of the biggest ROI you can achieve is applying your first-party data to your paid media activities. You can expect to see improvements of as much as 20-30% in your marketing efficiency and cost management when taking a people-based marketing approach. This minimizes your need to buy anonymous audiences that are reliant on cookie pools and are often a hotbed of bots.
- **Activate insights collected via owned, earned and paid back into your audience models.** Most of the insights gained by the interactions your brand has with people are tied up in data and technology silos or your agency's systems. Bringing your insights back into your owned platforms provides a rich set of data that historically was not available to your brand.

GETTING THE MOST VALUE FROM YOUR THIRD-PARTY DATA RELATIONSHIPS

DOUG HURST
Director Data Strategy,
Financial Services - Acxiom

LARRY BEVENS
Director Analytics Strategy,
Financial Services - Acxiom

WENDY COBURN
Director Industry Strategy,
Financial Services - Acxiom

Use Cases:
SCARLETT BURKS
MICHELE FITZPATRICK
CARLA SCHWALBERT

While third-party data can generate greater insights and better experiences for prospects and customers, it is imperative that the collection and use of personal information be done in an ethical manner that keeps people at the center of the equation and focuses on what is legal and what is fair and the right thing to do. In other words, just because brands can do something with third-party data doesn't mean they should.

Several key characteristics differentiate the best third-party data. It is:

- First and foremost, built on a foundation of solid data ethics and data governance
- Multi-sourced from hundreds and often thousands of private and public sources
- Intelligently curated by a partner firm that specializes in compiling and aggregating third-party data
- Complete and without obvious geographic or demographic bias. For example, in the U.S. a quality source for third-party data should maintain deep data insights on virtually every adult

DEFINITION

Third-party data can mean different things to different people. So, we'll begin by defining it as data about a person or household that does not originate from a brand. In this article we will put a finer point on that definition by adding that third-party data is:

- Marketing data that can be used to drive insights and analysis, create personas, enable real-time personalization, inform predictive models and underpin segmentation.
- Generated from thousands of distinct data sources – including surveys, summarized transaction data, public entities, and other self-reported marketing information.

By this definition, third-party data includes demographics; lifestyle and psychographic data; property and home ownership information; product purchase, usage and propensity in-market behaviors; asset and spend data; and brand and channel preference information.

SITUATION

Marketers and brands use third-party data to enhance their consumer data to build a complete view of customers and prospects. This enhancement supports best-in-class targeting, modeling, measurement, and analysis, enabling brands to:

- Better understand high-value customers to increase loyalty and retention
- Develop rich personas to power creative strategies and to create more relevant messages, content and prospect/customer experiences
- Predict what customers need and when they need it
- Define key characteristics to find prospects most likely to become top customers
- Know who a person is with certainty

ACXIOM INFOBASE® DATA ELEMENTS



INTERESTS

Insights related to a household's interest in activities and hobbies



DEMOGRAPHICS

A comprehensive view of household composition



ECONOMIC STABILITY

Snapshot of people's income, credit, debt and assets



LIFE STAGE

A deeper understanding of people's lifecycles



PROPENSITY

Models to predict people's behavior, and product and brand affinities



CHANNELS

People's use of email, direct mail and social media preferences



TRIGGERS

Time-sensitive insights into people's life events and activities



REAL ESTATE

Property characteristics, like own/rent, dwelling type and value



CENSUS DATA

Demographic composition of geographic areas derived from U.S. Census Bureau information



RETAIL/CPG TRANSACTIONS

Consumer transactions, summarized by category

RISKS OF GETTING IT WRONG:

REGULATORY RISK – misuse, even inadvertently, can lead to significant compliance and reputational exposure

REWORK – incorrect implementation and integration can result in backing out and reimplementing solutions

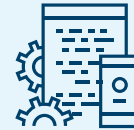
INEFFICIENCY – optimizing ROI requires attention and an ongoing commitment to care, feeding and iteration or data application

NEW AND NOTABLE



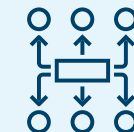
MARKET SIGNALS

Location-based device data to determine people's buying behaviors, interest in products, brands, or stores and provide "in-market" consumer insights to marketers.



SEMANTIC AUDIENCES

Audiences created from machine learning, significant keywords and phrases extracted from web content.



PARTNER MARKET PLACE

Acxiom Partner Marketplace delivers further data-driven insights into propensity to convert, competitive loyalty, and magnitude of spend in a privacy compliant manner.

TOP USE CASES FOR ACXIOM INFOBASE DATA

CUSTOMER INTELLIGENCE

Shopping and buying behaviors have changed a great deal over the past few years. Acxiom's InfoBase data can be used to effectively analyze and understand your customers (and your prospects) better to inform your marketing strategies and your business decisions.

AUDIENCE EXTENSION

Customer insights are vital for enhancing offers, messaging and brand interactions. But when those insights are limited to a small percentage of your full customer base, they can sometimes be misleading, resulting in diminished performance, growth and customer satisfaction.

InfoBase Data for Audience Extension offers a fast, efficient and simple way to append contact information, and, perhaps more importantly, insights to your customer database. All in a privacy compliant and non-intrusive way.

With Audience Extension, all you have to do is provide a Name and ZIP Code™*, an email address or a telephone number, and Acxiom takes care of the rest by populating missing contact names and postal addresses.

SHARE OF WALLET

Understanding the competitive marketing landscape has never been so important to brands. Having access and insights into where and when your customers and prospects spend their money can assist in optimizing your marketing campaigns. With these transaction signals, Brands can drive performance by understanding:

How much consumers are purchasing across their credit and debit cards?

What competitors are they spending with?

PRECISE SEGMENTATION & TARGETING

- Identify and connect with audiences everywhere
- Segment with thousands of audience attributes
- Distribute across platforms, publishers and offline

CREATE & DISTRIBUTE TAILOR-MADE AUDIENCES

- Discover new customers who look like your best customers
- Create one-of-a-kind audiences tailored to your specific needs
- Deliver to the destinations of your choice

GEO-TARGET HIGH-VALUE CONSUMERS

- Geo-target audiences for precise delivery of your message
- Increase site and foot traffic
- Improve customer experience and cost effectiveness of campaigns

DELIVER CONSISTENT OMNI-CHANNEL EXPERIENCES

- Find your most valuable audiences
- Deliver consistent customer experiences across all channels
- Increase impact and improve brand interaction
- Deliver personalized, relevant messaging based on data insights

CONCLUSION

Third-party data is a powerful tool for marketers to improve the performance of their first-party data, their models and messaging. It can expand the reach of marketing efforts by unlocking underserved audiences. It's critical the data partner has deep competencies in the areas of privacy and compliance, understands the financial services and insurance regulatory environment and the complexity of its requirements, and has robust offerings. Getting the data wrong can lead to brand reputational risk and negative experiences. Getting it right is when personalization delivers superior experiences for customers and prospects.



RETAIL MEDIA NETWORKS: THE NEXT BIG THING

MICHELE FITZPATRICK

Vice President Strategy, Retail and
Consumer Brands - Acxiom

In recent years, one of the biggest developments in the retail media space, unsurprisingly, was the significant increase in the importance of digital engagement with customers.

As a result, retail websites and apps are becoming major media properties in their own right and digital placement is becoming the new shelf space, creating new revenue opportunities for retailers.

SO WHAT IS A RETAIL MEDIA NETWORK?

A Retail Media Network enables a retailer to leverage and monetize their first-party data within digital advertising platforms such as the retailer's website, app, and the open web. It can also include offline channels such as in-store and direct mail.

For advertisers, a retailer's first-party data is extremely valuable for targeting audiences and personalizing messages/offers.

Additionally, a retailer's owned and operated (O&O) environments are particularly attractive because consumers are typically more receptive to advertising and more likely to buy while they are actively shopping.

WHY DOES IT MATTER?

At a time when customers are demanding more from the retailers and brands they interact with, leveraging data effectively can be a key way to connect with consumers more efficiently and personally. Similarly, as the ad-tech industry continues to evolve, closed-loop measurement and data security are becoming table stakes for advertisers who want to reach valuable customers directly without relying on third-party cookies.

- According to BCG, the market growth for Retail Media Networks is estimated to **grow to \$100B**.
- Kantar estimates that up to **50% of media ad spend** will shift to **Retail Media Networks** in the next few years.
- **Amazon** has already grabbed a **leading share** (some estimate as much as \$26 billion in 2021 revenue), and other major retailers, including Walmart, Target, and Kroger, are moving fast to establish their own positions.

HOW ACXIOM CAN HELP:

A critical factor for building a retail media business and attracting ad spend is the quality, completeness and scalability of your first-party data.

To **attract brands** and their **advertising dollars**, retailers should **enhance their first-party data** with customer intelligence and attributes that matter to advertisers in terms of understanding and predicting consumer behavior, customer segments and targeting specific consumer behaviors.

Additionally, Acxiom can provide modeled data and audiences to augment a retailer's first-party data to extend the reach and scale of the retail media network and create an incremental revenue stream for the retailer.

Enhancing and Expanding first-party data helps a Retail Media Network to:

Attract Advertisers

Improve Personalization and Targeting

Create or Grow New Revenue Streams

Drive Store Traffic and Purchases

Create Better/Deeper Brand Partnerships

Grow Share of Wallet

Contact us at info@acxiom.com To learn more about how Acxiom can help enhance and expand your Retail Media Network



Delivering the Best Content to Golfers and Golf Fans

CHALLENGE

Golf Digest has rapidly evolved into one of the industry's biggest online and mobile brands. The original model of producing magazines, selling advertisements, and finding paying readers has morphed into a hybrid of print and online models with paid and/or free content supported by partners looking to reach the incredibly valuable *Golf Digest* audience.

SOLUTION

Golf Digest partnered with Acxiom to build a solution that enhanced capabilities of the existing solution and was able to manage multiple sources of data, giving them the ability to:

- Gain a better understanding of users and prospects by enriching *Golf Digest's* first-party data with descriptive and predictive Acxiom data
- Deliver a truly customer-centric experience using Acxiom Real Identity™ to resolve user data points and gain customer journey insights
- Utilize Acxiom's Enterprise Data Framework with cutting-edge cloud architecture to acquire, engage, and retain customers through an omnichannel network

RESULTS

Golf Digest gained competitive advantage via an industry-first ability to communicate with and delight the golf audience no matter where they interact with the brand. The Acxiom solution provides a single view of the customer, the ability to integrate data across platforms, and the customer intelligence needed to power their business.

Golf Digest

Created a single view
of the individual

Golf Digest is the
#1 destination
for golfers looking
to improve their golf
experience

ACXIOM

Case Study

Data Management • Media



CUSTOMER EXPERIENCE

- [Great CX Reset Infographic](#)
- [Case Study: Speciality Retailer Improves CX: Better Identity Drives 50% Improvement](#)

HOW WILL YOU CHOOSE TO REACT TO THE GREAT CX RESET?



CX expectations changed dramatically with the pandemic. There is no business as usual to return to and there is no new normal to get used to. Old buyer journey models and maps are now obsolete. There is only how you choose to react to the Great CX Reset.

These key takeaways from our three-part series, The Great CX Reset, will help you deliver exceptional customer experiences in a world where the rules of engagement have changed forever.

BUILD BRAND LOVE (#1)

Make CX innovation a matter of survival

As we shift from the attention economy to the experience economy, CX innovation is a matter of survival. Experiment with new ways of delivering relevance, timeliness, meaning and context.



Focus on the individual and their needs

Understanding customers as individuals is the basis of great CX. Find the truth behind the data and use it to deliver better individual experiences.

Build a data foundation for the long haul

There is no final destination in CX. Integrate systems for the long haul and build a data foundation that gets progressively richer the longer you work at it.



READY TO GET STARTED?

Check out [The Great Customer Experience Reset: Part 1, An unexpected opportunity to build brand love](#)

[Download Now](#)

BUILD BRAND MEMORY (#2)

Master marketing with a memory

Nailing the small moments in CX is only possible if you also master the long game. Think of the customer experience as both instantaneous interactions and long lasting relationships.



Remember the prospect behind every customer

Your best customers were once prospects. Brands with long memories think about CX at all stages of the customer journey and connect individuals pre and post-purchase.

Grow your first-party identity graph

Connect insights with a first-party data graph. You'll build a deeper understanding of your customers, protect the value exchange and deliver great CX.



FEELING INSPIRED?

[Download Now](#)

Take a look at [The Great Customer Experience Reset: Part 2, Why the best CX moments rely on your brand's memory](#)

BUILD BRAND TRUST (#3)

Earn data trust to deliver exceptional CX

Data is at the heart of CX, so earning data trust is vital. When you earn data trust, people understand sharing their data with you is not only necessary but beneficial, because they know you'll use it to deliver great experiences.



Unify your data trust stack

Unifying data, technology, and ethics creates a solid foundation – a data central nervous system that helps you earn trust. Five core elements of a data trust stack are:

- Comprehensive data
- Real identity resolution
- Customer intelligence
- A smart media strategy
- Advanced analytics

WANT TO KNOW MORE?

You'll need The Great Customer Experience Reset: Part 3, Why earning data trust should top your to-do list

[Download Now](#)

Specialty Retailer Improves CX: Better Identity Drives 50% Improvement in Personalization Results

CHALLENGE

A popular specialty retailer needed to know its customers better, understanding how to reach them where they were with personalized messaging. It worked to tailor its messaging and connect sales to specific campaigns and customers.

SOLUTION

Acxiom's omnichannel marketing environment provided the retailer a complete solution for a single view of customers, personalized reach and campaign measurement of customer activity for rich customer relationships and a first-ever view of what was working.

RESULTS

- 50% improvement in data quality for better customer recognition
- 11% year-over-year increase in ability to reach known audiences through digital channels
- A single source of truth for customer metrics across the organization, resulting in quicker access to KPIs for business decisions



50%

Improvement in
data quality

A single source of
truth for customer
metrics

ACXIOM

Case Study

Data Management • Retail



SPOTLIGHT ON IDENTITY

- What Every C-suite Executive Needs to Know About Identity
- Do Brands Need Third-Party Data to Connect
- Case Study: Connecting the Customer Journey for Better Marketing Performance



WHAT EVERY C-SUITE EXECUTIVE NEEDS TO KNOW ABOUT IDENTITY

CHAD ENGELGAU
CEO - Acxiom

At its core, identity is the ability to recognize people—customers and prospects—across channels and devices.

Identity may be the marketing word of the year for 2022. Given the focus on the deprecation of third-party cookies, the changes Apple and Google have announced for accessing identifiers on their devices, and the ever-changing privacy law landscape, identity is everywhere.

But what is identity, and how does it impact your business? Is it just a digital marketing problem or an operations problem, or both? Do you need to do something now or wait? Can it help you drive growth or is it just another cost?

These are just some of the questions I regularly hear from executives across a range of industries. It's time to make the definition and the benefits of identity clear. Here's what the c-suite needs to know.

WHAT IDENTITY IS, AND WHY IT MATTERS

At its core, identity is the ability to recognize people—customers and prospects—across channels and devices. Recognizing people requires identifiers (IDs), which connect the data that makes up a person's identity and ties in information like contact information, preferences, and purchase history.

With hundreds of touchpoints, there is no single ID to rule them all, which means identity resolution is needed. Is the Janelle who visited your store in Phoenix the same Janelle who emailed you for support, bought online, shipped to NYC, and received 10 ads from you across her social media feed, streaming TV, and mobile device in the last month?

To connect all the 'versions' of Janelle, you need to be able to resolve the various IDs into an identity graph. This is what highly advanced companies do to understand their customers. As a brand, you too, need an identity solution, built for your brand and your needs. Without it, you cannot have the comprehensive view of Janelle that provides the insights needed to serve, satisfy, and delight her.

To ensure you gain and maintain a competitive edge in all customer engagement activities, your brand must create identity solutions at scale, across multiple use cases and platforms. Understanding people across paid, earned, and owned media is paramount to your business success.

THE IMPACT OF IDENTITY

Identity is a revenue driver and a cost saver—it's about marketing and operations.

Driving revenue often comes down to a combination of increasing conversion and upsell with more personalized offers while also respecting customers, suppressing messages to existing audiences, and accurately applying frequency caps to avoid over-messaging.

According to [McKinsey](#), 71% of people say brands should deliver personalized interactions, and brands that listen, benefit. Personalization can drive 10% to 15% revenue lift.

Identity is also about cost savings. It's critical to business operations, particularly when it comes to data privacy compliance. It gives you the ability to honor preferences and opt-outs, and to build automated processes for responding to privacy inquiries. Compliance is not just about avoiding large fines, it's also about doing the right thing for people.

THE CHALLENGE WITH IDENTITY

At its core, identity is fueled by data about people, which is constantly shifting. Managing identity solutions therefore requires reconciling ever-changing identity information.

For example, [27.1 million](#) Americans changed their address in 2021. Approximately [1% of the population](#) is getting married or divorced each year. The Great Resignation has [55%](#) of Americans in the workforce saying they're likely to look for new jobs in the next year, which means potential changes in categories like housing, healthcare, and transportation. People are on the move, and so is the data.

New data is constantly created and must be reconciled. According to the [Global Databerg Report](#), an estimated 52% of data organizations currently store has unknown value to them, meaning they don't know why they are storing it or how to use it. At the same time, 33% of stored data is redundant, obsolete, or trivial. There is a real cost to this, including legal risk.

Identity is as much about data management as it is about understanding.

HOW TO MAKE IDENTITY WORK FOR YOUR BRAND

How do you get a handle on identity and where do you start? There are four key areas to evaluate and invest in.

1. Start with a foundation of quality data.

As the saying goes, garbage in, garbage out. Use data quality/hygiene services to clean, standardize, and enhance your customer contact data, e.g., names, emails, phone numbers, and postal addresses. This is the beginning of a high-quality data foundation.

2. Master identity across all channels.

Your identity solution must be able to accurately cross-reference representations regardless of channel, allowing the opportunity to maintain identity and relationships across touchpoints, devices, and channels.

3. Maintain focus on delivering exceptional experiences.

Identity requires oversight and optimization to maintain evolving customer portraits over time. It can enable true engagement and balance the competing factors of precision versus reach. Layering artificial intelligence and machine learning into the identity process creates insights and efficiencies so you can focus on your next marketing challenge.

4. Prioritize compliance.

Your ability to meet compliance requirements and honor consumer requests is fundamental to building trust with people. Prioritize capabilities to meet, and ideally exceed, the requirements established by GDPR, CCPA, and other emerging consumer privacy regulations. Giving people control over their personal data builds better relationships.

THE GREAT OPPORTUNITY OF IDENTITY

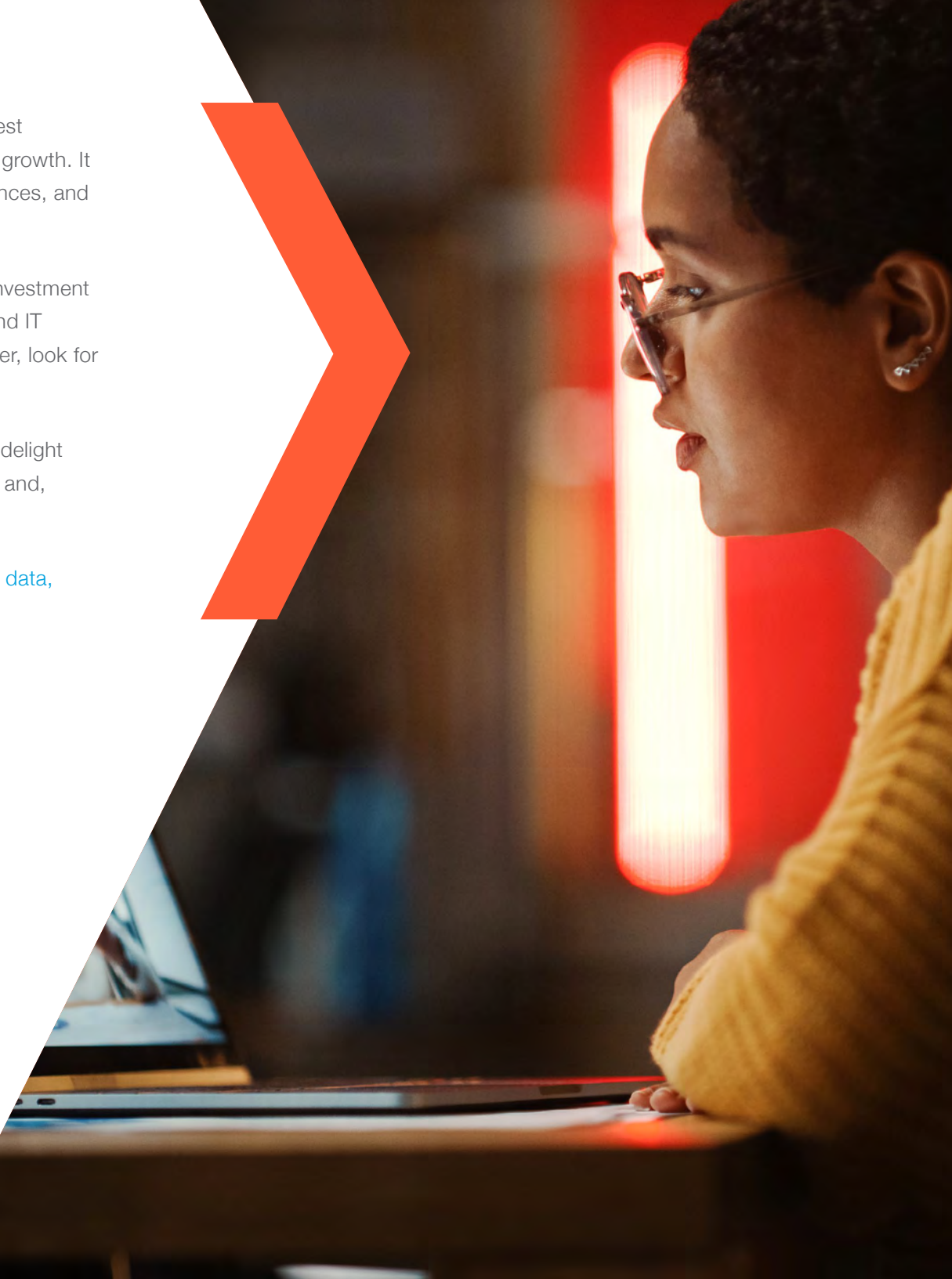
Solving identity challenges for your brand is one of the single greatest opportunities you have to create better customer relationships and growth. It is foundational to people-based marketing, great customer experiences, and data privacy compliance.

But identity is not easy. It takes understanding, commitment, and investment across your organization, especially your marketing, compliance, and IT departments. If you seek an identity solution from an external partner, look for ones that have expertise in the four key areas discussed above.

By delivering experiences that matter, across all channels, you can delight your customers and prospects while staying in line with regulations and, importantly, ahead of your competition.

Chad Engelgau is CEO of Acxiom, the leader in helping brands use data, identity, and tech to better understand and connect with people.

Originally Featured in [Fast Company](#)





BRANDS NEED PEOPLE, AND PEOPLE NEED BRANDS. DO THEY NEED THIRD-PARTY COOKIES TO CONNECT?

Not everything will change when third-party cookies are retired, but digital marketers are scrambling to solve for an uncertain future. Brands focusing on building and managing first-party data solutions will not only be ready for the so-called “third-party cookieless world”, but also be positioned to look smart by acting on customer intelligence they own. When brands use their own data to know customers and prospects better, wonderful things start to happen.

Without a solid plan, the ability to see anonymous site visitors, retarget messages and measure campaign performance, for example, will diminish as third-party cookies fade from the mix.

This is really about identity – not cookies

Successful data-led and personalized marketing hinges on getting identity right to make meaningful connections with people. These are people you already know – customers or prospects in your marketing database – as well as audiences you don’t know but would like to understand better.

The process of recognizing who is, and who is not, that unique person across devices, understanding how you want to react and interact with that person, and associating all of the variations of who that person might be across all channels informs a brand identity graph.

That graph, to be useful over time, must be constantly evaluating, adding or rejecting information (data) about that individual. It also needs to be accessible and easily integrated into all the touchpoints between the person and the brand.

We are not suggesting brands embark on a “build it ourselves” strategy. This is not about divesting all partnerships. This is about creating a robust and real solution. Here’s a possible path:

1. Assess your current state

Examine where you are and where you would like to be related to being able to build meaningful connections with people. And then you likely worked backward to figure out what you need to understand about people to make that happen. Where does that information come from now, and what of that will go away without third-party cookies? You need to know who is engaging with your brand at each intersection of your outreach and customer interest. If you count on third-party cookies to do it, the party is over. For example,

if someone visits your site but has not set up an account or authenticated as a customer, you will not be able to retarget the person with an offer to drive growth or retention.

2. Embrace the first-party future

First-party identity is the new currency of the marketing ecosystem. Combining identity, data, and technology with a privacy-first approach creates a foundation on which brands can build a customer-centric business. The foundation of the relationship between the person and the brand or publisher is first-party engagement.

3. Take ownership when it comes to identity

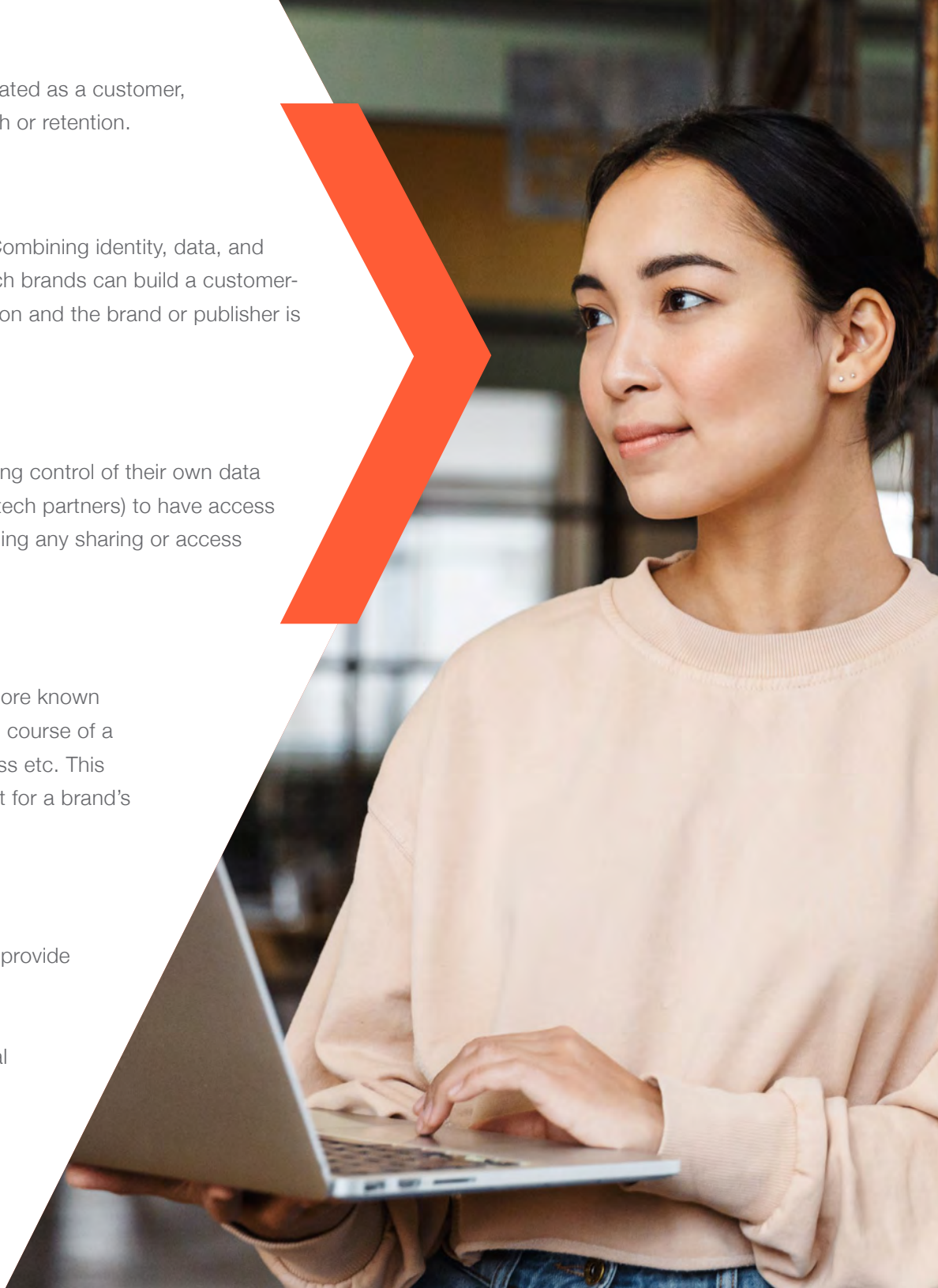
Industry regulations are driving a growing trend where brands are taking control of their own data and only allowing processors (companies like identity providers or adtech partners) to have access to the data as needed, with strict privacy and security policies governing any sharing or access outside their firewalls.

4. Do not settle for less than a complete customer view

Brands need a private identity graph, the technical infrastructure to store known personally identifiable information that is collected through the normal course of a person becoming a customer, things like email address, postal address etc. This known information is valuable and can also translate to a great benefit for a brand's digital marketing.

5. Prove the value

First-party tags can be operational in a matter of weeks and begin to provide a proof of concept. A first-party universal tag is placed on owned and paid media. It extends matching and brings data, including exposure, click and site activity, back to a scalable private identity graph – in real time. Real-time capabilities pairing the tag with a data store and an API can deliver decisions in less than 10 milliseconds, empowering platforms with the information (and precious time) needed to deliver customized, relevant and engaging messages.



Connecting the Customer Journey for Better Marketing Performance

CHALLENGE

The efficacy of collecting paid media impressions via cookies has declined over time, impacting the ability to accurately measure effectiveness. As a customer-centric company, the financial services organization must connect individual-level data across website visitors, conversions, paid media, direct mail, and other channels to understand attribution.

SOLUTION

Acxiom implemented Real Identity's first-party tag solution across owned and paid media to replace media impressions from traditional ad serving logs. This approach:

- Provided brand-owned data capture across paid and owned media
- Captured real-time data, reducing insight latency
- Increased match rates and captured more data across all browsers
- Improved attribution and measurement

RESULTS

- Improves multi-touch attribution (MTA) results – with more visibility, more matches, and better underlying data
- Decreases time to usable insights through near real-time data collection
- Serves as a long-term replacement for attribution and campaign measurement
- Collects more data across all browsers, including Safari and Firefox

4x

Connect more ad impressions to customers and conversions

ACXIOM



REAL IDENTITY™

Bottom Line Impact
Improved customer journey visibility

Maximized attribution

Improved cost per conversion

Case Study

Identity • Financial Services



PRIVACY

- Brands Need to Lead the Way in the Fair and Ethical Use of Data
- GDMA Global Data Privacy Consumer Research



BRANDS NEED TO LEAD THE WAY IN THE FAIR AND ETHICAL USE OF DATA

MICHELE FITZPATRICK

Vice President Strategy, Retail and Consumer Brands - Acxiom

Data privacy and ethics and data governance have been important topics to consumers and marketers for decades. In recent years, they have garnered a great deal of attention from politicians, legislatures and the media. Sure, there have been a few bad actors along the way. They have been the exceptions. So why is this such a big topic right now? The simple answer is: because our world has become more digitally connected.

The reality is that in addition to the political and media attention placed on data privacy, the pace of technological advancement and digital connectivity has driven consumer concern around their ability to maintain their privacy, both in terms of the amount of data collected by organizations and the perceived ability of organizations to reach into their lives through their smart devices.

Between the changing privacy landscape as it pertains to both customer sentiment and new legislation, and the final step in the deprecation of third-party cookies, marketers are heading into uncharted territory. It's time for brands to lead the charge in ensuring they do what's right for the customer and what is right in terms of the laws.

The good news is that marketers are constantly evolving their strategies to connect with people in meaningful and contextually relevant ways. We've learned that relevance and personalization matter. As marketers we've been working tirelessly to reduce irrelevant and unwanted ads and messaging that annoy people and lead to wasted marketing spend. We've been focused on leveraging targeted messages with positive, personalized customer experiences that delight the customer and drive business impact. And we've done the right things to keep our customers' data safe.

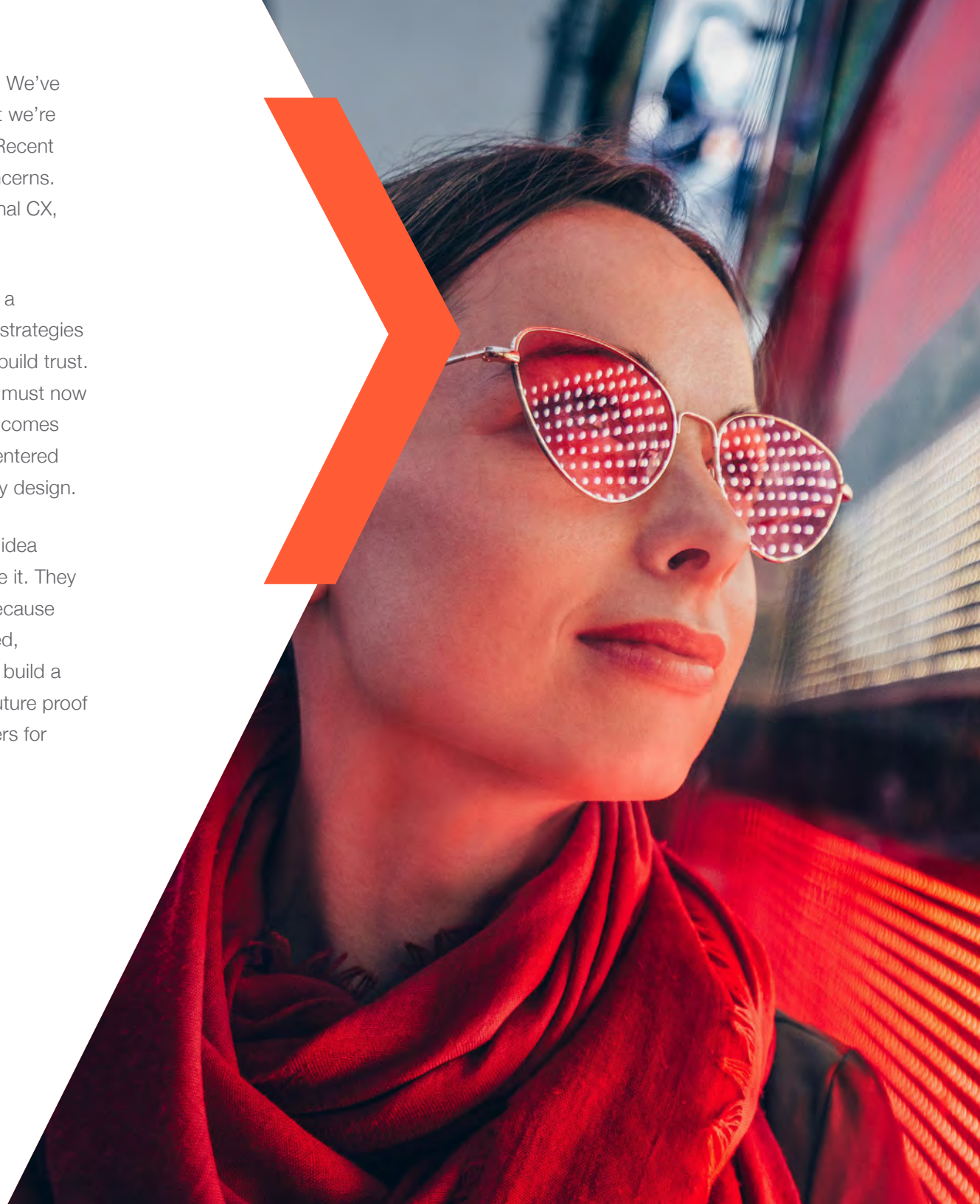
The challenge is that the volume, variety, and velocity of data we generate in our marketing ecosystems is growing substantially every year. Add to that the multitude of smart devices, and you have a perfect storm. In fact, Gartner predicts we will all have up to 500 smart devices in our homes in 2022. Imagine all the data that will be generated. And behind every bit of data is a real person who deserves respect. Keeping track of all that data and ensuring you are doing everything you should to protect the customer's privacy is a daunting task. For this reason, data and data privacy go hand in hand. They belong together.

Few would argue that data is not a critical piece of infrastructure in today's digital economy. While we often think of the internet as the road, data is most definitely the fuel, and that means everyone needs to have access to participate. Data must be protected not just from abuse but from potential problems like the concentration of ownership, or access in the hands of a few.

The pandemic has altered the way we approach the world. We've come to appreciate the convenience of our digital lives, but we're also committed to safeguarding our sensitive information. Recent regulations on a national and global stage reflect these concerns. Yet, we as marketers are tasked to provide relevant, personal CX, and that's not going away.

We are in the midst of a great customer experience reset – a behavioral shift that compels brands to develop marketing strategies that not only offer personal relevance, but are designed to build trust. To put a finer point on the challenge, a new subset of trust must now be established: Data Trust. That's where privacy by design comes into play. A strong marketing data foundation should be centered around data privacy and built on the principles of privacy by design.

When brands earn data trust, people don't just accept the idea their personal information is being collected – they embrace it. They explicitly want trusted brands to know more about them because they're confident they will benefit from relevant, personalized, valuable experiences they get in return. In addition, brands build a sustainable data foundation and business model that will future proof their data and enable meaningful interactions with customers for years to come. Everybody wins.



WHAT PEOPLE REALLY THINK ABOUT DATA SHARING

ACXIOM




Data exchange underpins the digital age, so it's important to understand how people truly feel about sharing their personal information. The **2022 Global Data Privacy: What the Consumer Really Thinks** report from GDMA, Acxiom, and Foresight Factory aims to do just that.

Including 16 countries representing half the global population, the report suggests people are increasingly comfortable with data sharing as they become more familiar with technology and start to understand the data value exchange. High level findings include:



1. Most people are happy to share data



-  **Data unconcerned**
show little concern about data privacy
-  **Data pragmatists**
are happy to exchange data for clear benefit
-  **Data fundamentalists**
are unwilling to share personal information

2. Many see it as vital to the modern world



Over half of people agree personal data exchange is essential to the **smooth running of society**

3. And it helps support diverse society



3 in 5 people agree data sharing helps organizations meet the needs of a **diverse society**

[Download Report](#)



PERSONALIZATION

- Personalization Infographic
- Case Study: How A Leading Auto Company Leveraged Customer Data Platforms to Drive Media Optimizations
- Case Study: America's Test Kitchen

“Simply put, personalization drives better financial results.”

- Harvard Business Review, “The Age of Personalization”

64%



55%

of people expect companies to respond and interact with them in real time

of people worry about how brands use their data, track them and reach them*

Customers who have the best experiences spend **140%** more

Delivering positive customer experiences can reduce your cost to serve by **33%**

500% improvement in MROI

10% to 25% lift in sales

40% higher conversion rates

50% reduction in acquisition cost

MICHELE FITZPATRICK

Vice President Strategy, Retail and
Consumer Brands - Acxiom

* Edelman Trust Barometer, 2019

How a Leading Auto Company Leveraged Customer Data Platforms to Drive Media Optimizations

CHALLENGE

Wanting to optimize media campaigns but facing a lack of reporting clarity, this global automaker 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.

SOLUTION

Acxiom delivered its data management expertise and facilitated the selection of and collaboration with partners that provided a Customer Data Platform (CDP) and a digital experience platform, allowing the client to drive 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 the CDP partner and made the data actionable working with the digital experience partner. Now the client can push personalization to the wider space and treat data as an asset.

RESULTS

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.

ACXIOM

Case Study

Data Management • Auto

Media Company Embarks on Journey to Know Customers Better

CHALLENGE

America's Test Kitchen sought a more complete view of how it was interacting with customers and needed an unencumbered, transparent, cost-efficient, and rapid access to what was previously disparate customer data residing in multiple product fragments. 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.

SOLUTION

Axiom's Data Management solution including Real Identity 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

The company generated an accurate analysis of customers' lifetime value, a predictive model to reduce churn of email opt-outs, identified cross-sell and upsell audiences, drove incremental revenue, reduced inefficient manual reporting, dramatically reduced the amount of time needed to generate business reports, and built a win-back model to identify the most likely people to re-subscribe.

— AMERICA'S — TEST KITCHEN

Created a clear view
of customer lifetime
value and drove
incremental revenue

ACXIOM

Case Study

Data Management • Media



LOYALTY

- Travel Research Infographic
- Three Ways To Upgrade Loyalty For Tomorrow's Travelers



MARKETERS MUST ADAPT TO CHANGING TRAVELER PREFERENCES AND SHIFTING LOYALTIES



37% of marketers expect people to shift loyalty to competing brands and see that as their biggest challenge



THE SITUATION IS WORSE AMONG AIRLINES



AS **100%** of respondents* are somewhat or very concerned about previously loyal flyers switching brands

71% are looking for ways to keep non-travelers engaged

Marketers are looking beyond their most frequent travelers with more of them **(52% vs 30%)** marketing to anyone who has traveled with them in the past

60% will revamp their loyalty programs to address changing traveler expectations



MARKETERS HAVE SIGNIFICANT CAPABILITIES, BUT MORE CAN BE DONE TO CAPTURE MARKET SHARE



73% can use first-party data to identify customers who are ready to travel

68% are using acquisition analytics to identify and engage the right audiences

BUT A MAJORITY

56%

lack a full view of the customer – including share of wallet

DOWNLOAD FULL STUDY



ACXIOM

THREE WAYS TO UPGRADE LOYALTY FOR TOMORROW'S TRAVELERS

Since their inception in the 1980s, travel loyalty programs have been a reliable airline industry mainstay, enabling marketers to provide incredible value to travelers. However, today's marketing strategies must now focus on a world less traveled, as consumer behavior has changed significantly over the course of just a few years.

Most airlines have already recognized that their travel loyalty programs need to adjust, and have taken some crucial steps to appeal to new consumer behaviors.

Three Ways to Upgrade Loyalty for Tomorrow's Travelers, a new point-of-view from Acxiom, takes a look at three areas where more value can be driven from these programs, ensuring they remain profit (rather than cost) centers. The POV is available **now** for your review.

[Get the POV](#)



SUPPLY CHAIN CHALLENGES

- [Automotive Supply Chain Challenges](#)
- [Customer Level Data Helps Retailers Understand Demand](#)
- [Merchandising Marketing Optimization Infographic](#)



WHY PEOPLE SHOULD BE THE CENTER OF ANY FUTURE AUTOMOTIVE SUPPLY CHAIN STRATEGY

STEVE SCHMITH
Director of Automotive Strategy

The global automotive supply chain is undergoing a massive transformation – for reasons that extend well beyond the pandemic and global shortage of semiconductors. Companies will spend billions of dollars to combat disruption to the automotive supply chain, all to satisfy one single and unwavering constant: building vehicles and creating services people want and are willing to pay for.

First and foremost, building a better automotive supply chain requires a better understanding of people. The popular demand for advanced vehicle technologies in electrification, connectivity and autonomy is determining how automobile companies are approaching supply chain challenges. How will you respond?

“Why People Should Be the Center of Any Future Automotive Supply Chain Strategy,” a compelling POV from Acxiom, makes the business case for placing people-focused data at the heart of your supply chain blueprint.

1

Learn to understand the value from data and analytics across the automotive supply chain

2

Explore the customer data tools that can help drive automotive supply chain innovation

3

Consider the challenges (and solutions) to leveraging people-based data across the automotive supply chain

[Get the POV](#)



CONSUMER-LEVEL DATA HELPS RETAILERS UNDERSTAND DEMAND AND ALIGN MERCHANDISING AND MARKETING

MICHELE FITZPATRICK

Vice President Strategy, Retail and
Consumer Brands - Acxiom

In retail, there has historically been a wide divide between merchandising and marketing. Marketing knows a lot about the people who buy their brand's products while merchandising knows, in the aggregate, what's been bought and sold in the past. As a result, there can often be significant misses in the alignment between inventory and sales.

Merchandising and marketing are typically separate functions. Inventory planning is done four to six months ahead of the season, while marketing planning is done much closer to the season's start. What's more, merchandising decision making is typically conducted based on historical, aggregated data, while marketing decision making is typically done independently and is based on customer-level data. So each function uses entirely different data and inputs in their siloed planning functions.

At Acxiom, we think this gap can be closed by applying customer-level data that's been optimized for marketing to quantify true market demand. Using

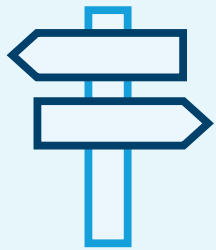
this data in combination with AI/ML intelligence helps planners and buyers predict, measure and optimize inventory planning and allocation processes more precisely. Inventory can be based on customers and prospects in the market around a store or in a region. This consumer-level view of the inventory helps more precisely inform and optimize promotion planning, pricing strategy and marketing, thus beginning to close the gap between merchandising and marketing.

Acxiom has developed a solution that uses first-party and third-party customer-level data and AI/ML to address the gap between insights and actions for merchandising and marketing decisioning. Even a modest improvement in reduction of excess stock, out of stock or deep discounting will make a significant difference to a retailer's bottom line. It will create significantly more impact than any marketing campaign could.

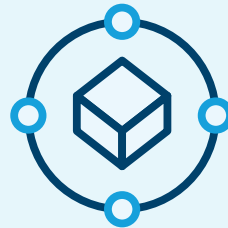
[If you'd like to learn more,
watch this short video.](#)

Bring Merchandising and Marketing Data and Analytics Together

Merchandisers and marketers can collaborate to better understand true market demand, their individual customers and their shopping journeys, and ensure communications are personalized.¹



Merchants need to embrace agile decision-making and develop a more nuanced perception of consumers and markets.²



The integration of data across supply chains, stores and merchants can drive customer loyalty and help control costs.³



Customer expectations created by marketing need to be synchronized with product strategy and the customer experience.⁴

¹ "The age of with: Leveraging AI to connect the retail enterprise of the future." Deloitte, 2019, <https://www2.deloitte.com/dam/Deloitte/ca/Documents/consumer-industrial-products/ca-deloitte-ai-consumer-pov-aoda-en.pdf>

² "2021 retail industry outlook." Deloitte, 2021, <https://www2.deloitte.com/us/en/pages/consumer-business/articles/retail-distribution-industry-outlook.html>

³ Ibid.

⁴ Ibid.



KEY TAKE AWAYS

TOP 10 TRANSFORMATION TAKEAWAYS



The buyer journey and path to purchase have become more complex and connected in recent years. The good news is there is a lot of data and platforms to solve for a better path to purchase and customer experience (CX) journey. The bad news is there is a lot of data and platforms out there. In fact, it's estimated that by 2025 people will generate more than 460 exabytes of data every day. That includes data about where they go and how they choose to get there, where and how they shop, the products and services they buy, and the kinds of experiences that matter most in influencing their purchase decisions.

As the digital exhaust emanating from the actions people take and the environments in which they research and buy what they need thickens, it's going to get harder for brands to have a clear view of current and potential customers. Efforts to digitally transform are also blurring the lines between industries and creating an ecosystem of data and complementary business relationships that create opportunities to deliver seamless, data-driven experiences people crave.

The future is bright but complex, and there is a real need for a trusted guide. Acxiom is here to help. Here are our top 10 tips for navigating the opportunities and challenges on the journey to better data-driven customer experiences.

1. Start with a foundation of quality data

Begin thinking of your data as an asset. Treat it like the other assets on your books. It needs continual updating, refreshing, refining and alignment with the needs of your business. Use data quality and hygiene services to clean, standardize, and enhance your customer contact data, e.g., names, email addresses, phone numbers, and postal addresses. This is the foundation of a high-quality data foundation.

2. First-party data required

Walled gardens' walls will only get higher. They are creating data assets, and transparency is not their priority. It is critical to have a first-party data strategy. First-party data is a brand's most valuable data asset. First-party data is collected directly from a brand's customers, and it enables critical insights into their preferences, buying habits, customer journeys, and lifetime value. The world's biggest companies all have explicit data-driven strategies that focus on the collection, management, and use of first-party data. In today's digital-first world, there is no better way to delight your customers and grow those relationships than by being data-driven. Having an enterprise data strategy and focusing your efforts on using data and technology is critical. Whether you sell directly or indirectly, the collection of first-party data at scale is vital.

3. Master identity across all channels

Take ownership when it comes to identity. Industry regulations are driving a growing trend where brands are taking control of their own data and only allowing processors (companies like identity providers or adtech partners) to have access to the data as needed, with strict privacy and security policies governing any sharing or access outside their firewalls. This is about both the known graph that creates and manages linkages across names, addresses, email addresses, and phone numbers, as well as the pseudonymous graph that correlates digital signals like first-party cookies, hashed emails, analytical IDs, and partner IDs. Regardless of known and pseudonymous, what we are talking about here are both parts of your first-party identity graph. Your identity solution must be able to accurately cross-reference representations regardless of channel, creating the opportunity to maintain identity and relationships across touchpoints, devices, and channels.

4. Bring back clean rooms

In a world where data regulations and practices are constantly evolving, data clean rooms and collaboration spaces help marketers and brands find new, innovative, yet safe ways to work together. Working with a neutral third party, like Acxiom, will ensure success as it allows brands to deliver on a cohesive marketing and partnership strategy that includes everything from safe, secure data activation to complete measurement effectiveness. Before you embark on your data clean room journey, make sure you choose a neutral third party that knows and respects the ethical use of data, has a solid understanding of global data regulations, and can advise you on the best ways to share your most valuable asset, data, with your partners.

5. Maintain focus on delivering exceptional experiences

Identity requires oversight and optimization to maintain evolving customer portraits over time. It can enable true engagement and balance the competing factors of precision versus reach. Layering artificial intelligence and machine learning into the identity process creates insights and efficiencies so you can focus on your next marketing challenge.

6. Marketing automation is on the rise

Marketing automation uses data and technology to expedite engaging with people whether through external marketing channels or on your owned properties, e.g., your mobile app. While speed is core to automation, when coupled with true customer understanding, it's the ability to interact on customer journeys that brings value to people and revenue to your brand. Look to map, measure, and understand how people interact with your brand on your owned properties first. Begin automating tasks like direct remarketing (versus cookie-based) to provide more personalized and relevant messages to your customers and prospects whether interacting via email, direct mail, or inbound call centers.

7. Re-think loyalty

Loyalty programs are undergoing a revolution and need to adapt to people's

changing desires. Experience and relevance matter. Leverage customer insights to reframe loyalty value proposition and promotional levers.

8. Cloud acceleration heating up

Moving to the cloud is the process of migrating data and technology solutions from your own, or your marketing services provider's (MSP), data center to a public cloud offering like Amazon Web Services (AWS), Microsoft's Azure, Google Cloud, or Snowflake, a vendor-independent platform.

Understand the use case you're trying to solve and evaluate the right cloud solution based on your needs. Scale up or down as needed. Don't be afraid to use multiple solutions. Just be sure to understand the total cost of ownership if data movement is a factor.

9. Customer experience defines every brand

Customer experience (CX) solutions help orchestrate customer journeys and uses identity and data to personalize, recommend, and expedite transactions. As markets become increasingly crowded and competitive and the quest for brand loyalty shifts, CX becomes even more important.

CX is being supercharged, as devices allow people to engage brands across the digital and physical worlds – on their terms, at any time. Look for ways to differentiate your experience. Question the status quo, and use data to provide new insights you might not have considered. Brands that differentiate themselves will reap the rewards happy customers offer in spend and loyalty.

10. Prioritize compliance

The regulatory environment is complex and ever changing. Your ability to meet compliance requirements and honor people's requests is fundamental to building trust. Prioritize capabilities to meet, and ideally exceed, the requirements established by GDPR, CCPA, and other emerging consumer privacy regulations. Giving people control over their personal data builds better relationships. CX is being supercharged, as devices allow people to engage brands across the digital and physical worlds – on their terms, at any time.