# ACXIOM

**ACXIOM CLEAN ROOM POWERED BY SNOWFLAKE**

# DRIVING GROWTH IN A CHANGING ECOSYSTEM

Trying to navigate a changing ecosystem and still crush your marketing goals? The pending deprecation of third-party cookies and rapidly changing privacy regulations coupled with low-to-no data movement requirements are driving organizations to think differently about their marketing. Sharing data between brands, without exposing personally identifiable information (PII), can yield incremental customer insights not available before—and provide new, innovative and safe ways to work together.

The Acxiom Clean Room powered by Snowflake is a trusted zone for two or more parties to share sensitive data without exposing PII, exercise full control over their data, and easily distribute it to an endpoint to activate it. Together, Acxiom and Snowflake are making it easy to share data with and across organizations to enable growth and faster utilization of data while honoring people's privacy and brands' business and operability requirements.

With market-leading privacy practices and a privacy-by-design framework, no one is better equipped to help you stay ahead of changing privacy regulations than Acxiom.

**THE LEADER IN DATA SHARING**

**+**

**THE LEADER IN DATA MANAGEMENT**

**snowflake®**

**+**

**ACXIOM**

**ACXIOM WAS RECOGNIZED AS AN IDENTITY LEADER IN SNOWFLAKE'S THE MODERN MARKETING DATA STACK REPORT!**

## HOW IT WORKS

Acxiom Clean Room powered by Snowflake seamlessly extends award-winning Real Identity capabilities to recognize up to five times more people—a vast improvement over simple string matching. Our **best-in-class identity resolution and data enrichment** enable:

- Improved downstream match rates, which help allow the scale necessary to achieve marketing and campaign goals.
- A greater pool of known customers and prospects for audience creation, activation, reporting and analytics.
- The addition of thousands of descriptive and predictive insights to known records so brands can better understand customers and personalize experiences.

## WHY AN ACXIOM CLEAN ROOM POWERED BY SNOWFLAKE

### EXPERIENCE YOU CAN TRUST

Acxiom has been enabling clean room use cases for some of the world's biggest brands for more than 12 years and has partnered with Snowflake for more than five years—developing some of the earliest solutions in Snowflake's Marketplace and Data Cloud.

| FINDING A TRUSTED PARTNER CAN BE TOUGH, BUT NOT IN THIS CASE | **12+**<br>years of experience delivering **Data Clean Room Solutions** | **~3B**<br>records processed annually for **Data Clean Room Solutions** | **100S**<br>of clients for **Data Clean Room** use cases across **30+ publishers and partners** | **5+**<br>years as a **Snowflake client and partner** |
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### THE MOST VALUE FROM YOUR INVESTMENT

With more than fifty years of data management expertise for the world's largest brands, Acxiom's elite professional services teams help brands quickly get the most value from their data clean room investment, including:

- Data exploration and analysis
- Partner gap/overlap analysis
- Full data set ingestion and preparation
- Segmentation and audience building
- Lookalike and audience extension models
- Distribution to platforms for use by selected partners

Ensure your data clean room use cases are compliant in a rapidly changing regulatory ecosystem and honor people's privacy with industry-leading best practices.

## TO LEARN MORE

visit acxiom.com/clean-room or contact us at info@acxiom.com.

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