



ACXIOM VISITOR INSIGHTS

CUSTOMIZE WEBSITE VISITORS' EXPERIENCE



Research shows that while most web browsing is done anonymously – by individuals who are not logged in – most of us report preferring personalized content and recommendations. Brands that can successfully organize their website to meet the needs of customers at the right stage in their decision, will be rewarded with higher brand affinity, longer time on site, and, ultimately, more conversions.

Personalized offers or product recommendations based on real customer intelligence

Trigger unique visitor flows based on first- and third-party data

Meet existing customers where they are in their journey with your brand

Introducing Acxiom's Visitor Insights, a powerful tool that delivers real consumer insights on known and anonymous website visitors. Using Acxiom's Visitor Insights, brands can:

- Append insights to web visitors in the absence of cookies.
- Deliver data in adtech speed to personalize the site experience.
- Increase opportunities for engagement and improve conversion.
- Enable access to the data from any CDP or personalization engine.
- Choose the data elements you want to receive.

HOW IT WORKS

- Integration is agile and can be used with any tag management, personalization or Customer Data Platform software.
- Privacy-compliant access to first- or third-party data. . No third-party cookies are involved.
- Results are returned in adtech speed.
- Match rates average between 50-90%, allowing brands to understand most site visitors.

FOR MORE INFORMATION

about our solutions, visit acxiom.com or contact us at info@acxiom.com.