ACXIOM

ACXIOM INTELLIGENCE HUB

CREATE EXPERIENCES PEOPLE LOVE

SCALABLE, CONNECTED, SELF-SERVICE ANALYTICS SYSTEM IS POWERED BY GOOGLE CLOUD PLATFORM

MAKING THE REALLY HARD REALLY POSSIBLE

To be successful, marketers today need to react more quickly to market signals while taking in overwhelming amounts of information from multiple mediums. This agility requires enabling data scientists with accessible tools that provide self-service data modeling, logic, decisioning and analytics services through a prevalent and scalable cloud-based platform.

THE SOLUTION

Acxiom Intelligence Hub is a scalable self-service analytics solution we kickstart for you with our white-glove service, harnessing the power of the Acxiom Customer Intelligence Cloud ecosystem and the Google Cloud Platform, helping data scientists to harness the power of your data and marketing investments with real-time measurement, attribution, modeling, and decision making. We rapidly integrate your cross-channel data to ensure you can perform analytics efficiently, accurately, and responsibly.

We connect **data and technology**, we keep it **safe**, and use the **customer intelligence** created in ethical ways.

HIGHLIGHTS

Maximize the Value of Your Data
Aggregate your offline and digital data assets into one ecosystem, regardless of origination, and we do the heavy lifting to make it usable and compliant.

Ready to Use and Always on
Turnkey solution, utilizing scalable and industry-leading cloud infrastructure that can handle any activity at scale, whenever you are ready.

Flexible and Autonomous Built for your data science team with the analytic query, modeling, and visualization tools to build complex models, conduct measurement, and distribute audiences. When you're ready, it provides the ability to automate your processes.

Connected Modern ecosystem that works seamlessly with your madtech stack, unleashing the power of your analytics into the rest of your business.

Decades of Experience We've seen it all, from data to identity to analytics. Our team provides the best practices and knowledge that will empower your team to thrive.
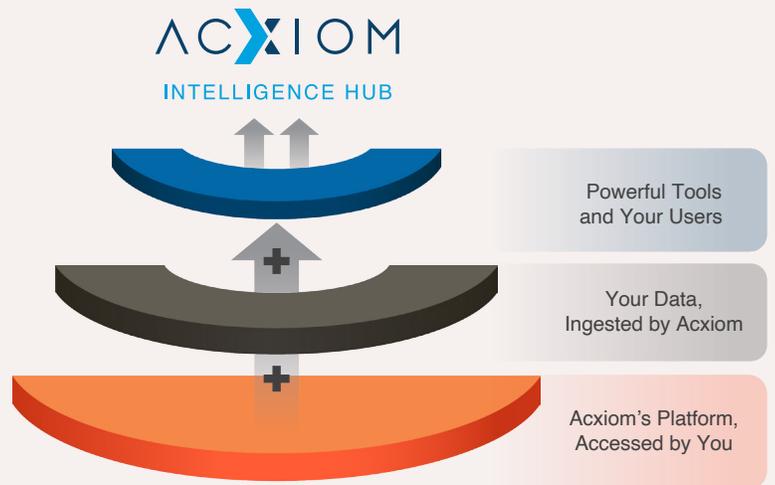
A CONFIGURABLE, SCALABLE SOLUTION

INTELLIGENCE HUB: WHAT IS IT?

Intelligence Hub is a **self-service analytic platform utilizing accessible modular** building blocks

A **platform ready with the best tools and experts needed** to support your analytics team

We ingest your offline and digital data, **making it rapidly analytics ready** and connected in the platform

Conduct predictive & prescriptive analytics and directly action your insights from the platform

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INTELLIGENCE HUB

Powerful Tools and Your Users

Your Data, Ingested by Acxiom

Acxiom's Platform, Accessed by You

KEY CHALLENGES

The Acxiom Intelligence Hub solves many challenges across multiple domains and industries for data scientists, data engineers, and marketers. Here are a few examples:

TURN-KEY ANALYTIC CAPABILITIES Our expertise will get you up and running rapidly. Let us do the heavy lifting from set-up, data ingestion and rapidly delivering cross-channel analytics to managing, monitoring, and providing decision alerts. Deploying in weeks instead of months means you will accelerate your time to market and time to action.

DATA SILOS AND DISCONNECTED DATA ASSETS By harnessing the power of the Acxiom Customer Intelligence Cloud, we solve the problem of disparate data silos and prepare data for insights quickly. Intelligence Hub provides data integration, enabling predictive and prescriptive analytics with interactive reporting. Your teams can collaborate across data sources, ensuring greater access to the right customer intelligence. All of this is done in a secure and privacy-compliant environment.

DATA LATENCY: TIME-TO-ACTION Instead of waiting for batch reporting, collapse the information float caused by data latency. Intelligence Hub enables real-time analytics processing. Imagine the benefits of having the ability to react and course-correct with confidence in the moment during a marketing campaign as you can automate analytics, create better customer experiences, and drive higher marketing ROI.

ADAPTABILITY TO CHANGING BUSINESS NEEDS With the flexibility of Intelligence Hub, we can scale your capability up or down in real time. Intelligence Hub's extensible features bring flexibility. A serverless cloud capability makes scaling as your business grows easy as Intelligence Hub evolves with your needs. Free up valuable resources as Acxiom maintains this solution in the cloud.

FOR MULTIPLE USE CASES

The Acxiom Intelligence Hub meets a wide range of use cases across many domains and industries. Here are a few examples:

MARKETING ANALYTICS To conduct marketing analytics, you need a connected environment that can bring all needed data assets together (touchpoints, segmentation, InfoBase, customer data, etc.) to gain complete visibility into how marketing is performing and then take action to optimize those insights.

ACQUISITION EFFORTS (EX: PROSPECTING) Intelligence Hub can help continue to add new customers by providing the tools to build and create models for prospecting and consumer insights, integrate large-scale data assets like Acxiom's InfoBase and customers' first-party data, the ability to connect in real time for audience distributions, deploy user logic to power customer data platforms (CDPs) as decisioning engines, and so much more.

PERSONALIZATION Improving the customer journey is the result of an ecosystem that is powerful, connected, and flexible, enabling the implementation of actionable logic your data scientists and analysts create.

MARKETING COLLABORATION Connect data silos to foster collaboration and data visualization. Simplify the development of reports and dashboards with Looker, a business intelligence too.

LEARN MORE

For more information, visit acxiom.com
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