



# CONNECTIONS:

INTELLIGENT > EVOLVING > REAL

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# Transformation in the Face of Disruption

Chad Engelgau, CEO

APRIL 2023



# Transformation in the Face of Disruption

## PLATFORMS



## MEDIA

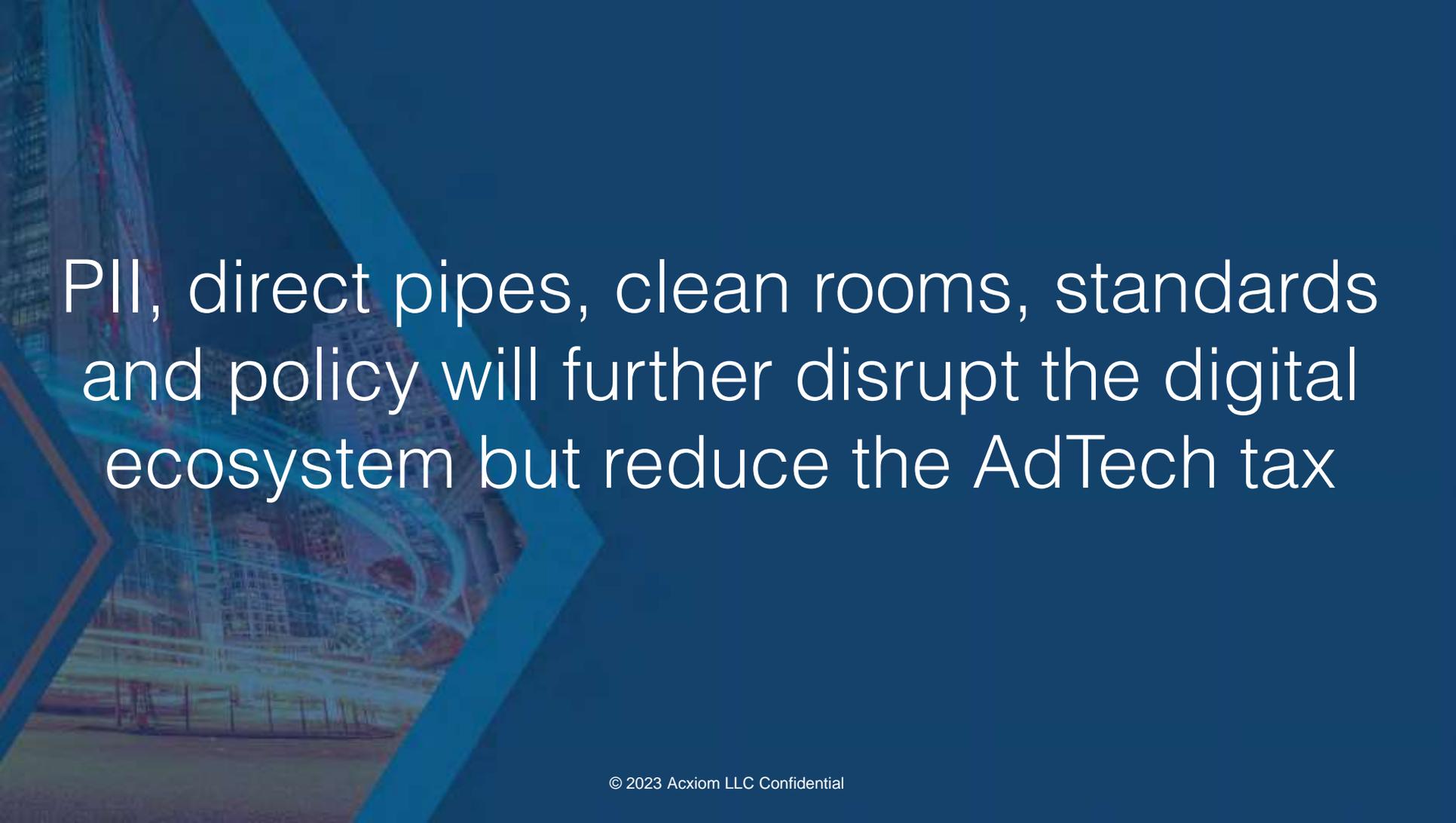


## POLICY



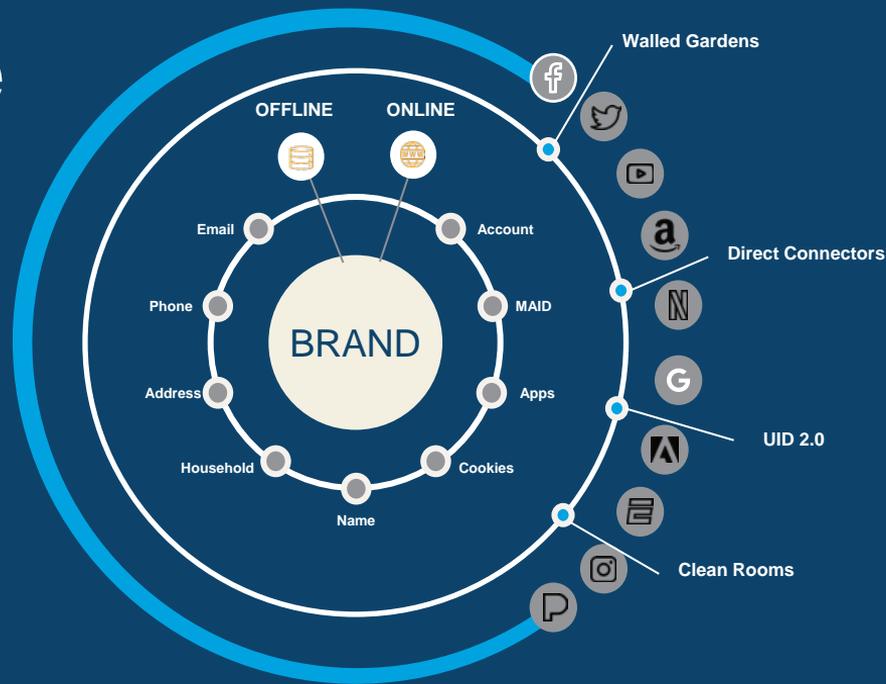


First-party data holds  
more power than ever



PII, direct pipes, clean rooms, standards and policy will further disrupt the digital ecosystem but reduce the AdTech tax

# Powerful identity in the hands of brands with flexibility for the future



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# Unlock the Power of **YOUR** Data

TAKE CONTROL WITH FIRST PARTY

APRIL 18<sup>th</sup> , 2023



# THINGS WE'RE GONNA TALK ABOUT

1. Data Driven Disruption: Trending to 1P.
2. Getting creative with 1P data collection.
3. 1P Identity Graphs deliver on the brand promise.
4. Accelerating reach & precision by combining 1P data with 3P data.

First party data holds more  
power than ever.

# First-party data refers to information that you collect directly from your customers or users.

Website Visits

Transactions

Subscriptions

Surveys

Other

## BENEFITS:

OWNED AND  
CONTROLLED BY  
THE COMPANY

MORE ACCURATE  
AND RELIABLE

COMES DIRECTLY  
FROM THE SOURCE

INSIGHTS INTO  
CUSTOMER  
BEHAVIORS,  
PREFERENCES,  
AND INTERESTS

Many brands struggle to effectively collect and leverage their first-party data.

# Access to **data** is being disrupted.

## 2010's



- » CCPA, GDPR, Industry Policies
- » 3P ID Deprecation
- » Explosion of Devices
- » Gardens Raise Walls
- » Convergence of Martech and Adtech

## 2020's

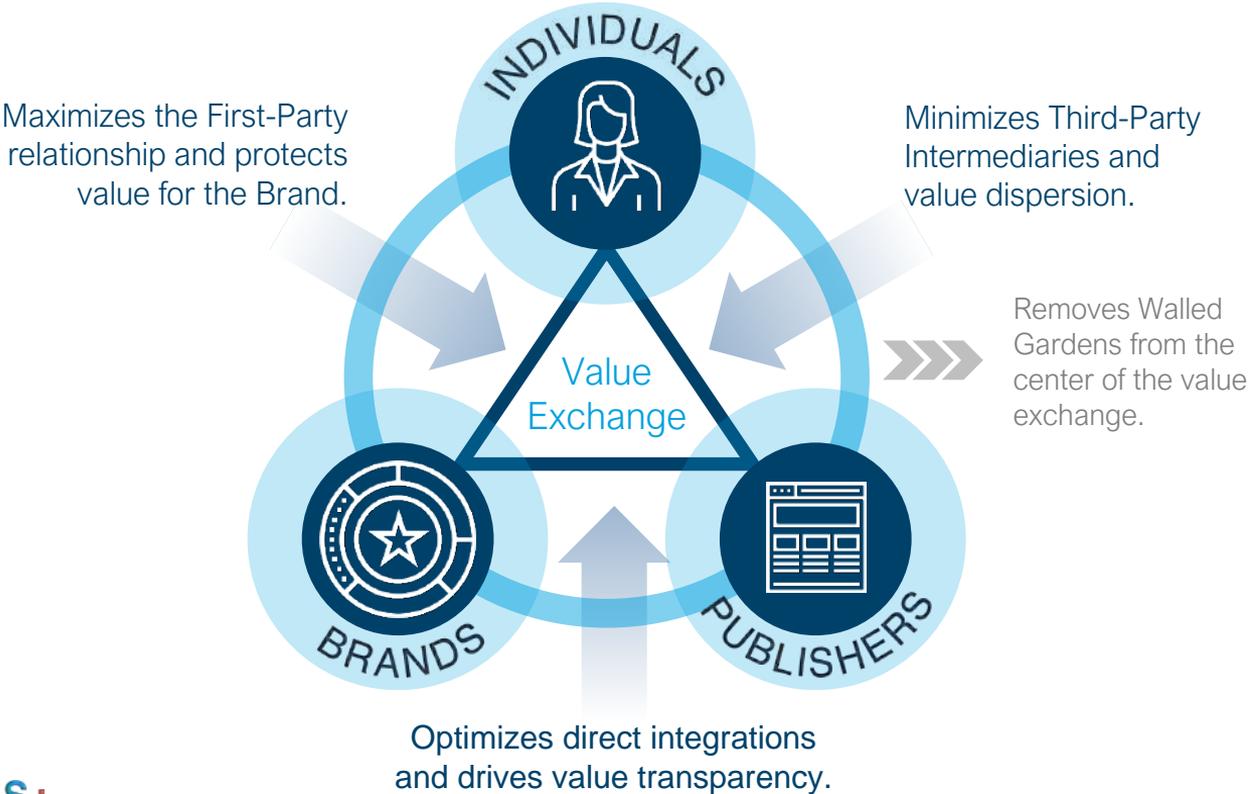


- » Data is more regulated
- » Data is harder to find
- » Data is a commodity
- » Brands build Gardens
- » Explosion of vendors

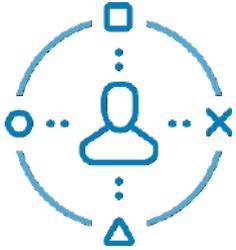
## 2030's



# Data Power & Control Age: Yesterday & Now!

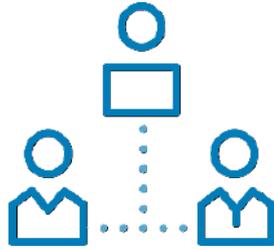


# The Modern-Day Experience is Immersive



## EXPERIENTIAL & EVENTS

18,000+ brand  
experiences  
annually



## SPONSORSHIPS & PARTNERSHIPS

Leveraging \$XB  
in brands' investment  
with properties



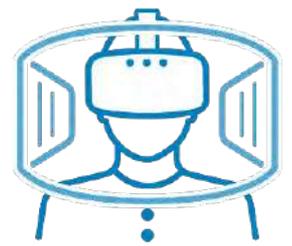
## ENTERTAINMENT & TALENT

Talent deals across  
sports, music, gaming  
& influencers



## RETAIL & CONNECTED COMMERCE

Seamless & personalized  
experiences through  
digital platforms



## VIRTUAL & DIGITAL

Coined "Phygital" (2007)  
to represent our approach to  
experiences

**FUELED BY STRATEGY & ANALYTICS**

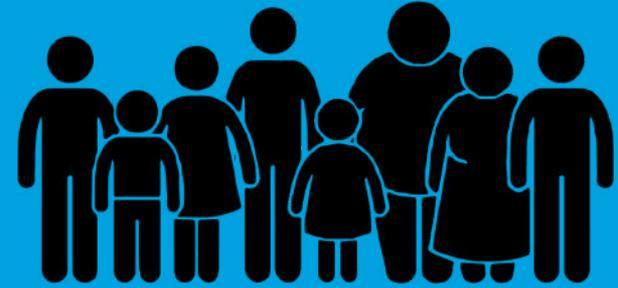


**DRIVEN BY CREATIVITY**

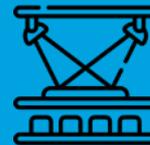
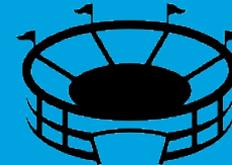
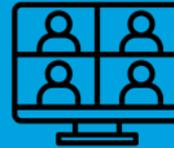
# Experiences are like people. Each one is unique.

It's important to understand not just who engages with an experience but the quality of an experience and the influences that make experiences unique.

We change behavior through good experiences.



PEOPLE



EXPERIENCE

Ensure you are collecting  
high-quality data.

Let's get creative.

# 1P collection begins with **interest**.



ACXION  
**REALIDENTITY™**  
can help.

**rTAG**

Launched in 2020, **rTAG** allows  
100% data control and  
ownership to the brand.

first-party Data

Interest



Purchase



Retention



Advocacy



**Collect**

All 1P data –  
physical, web,  
mobile, virtual

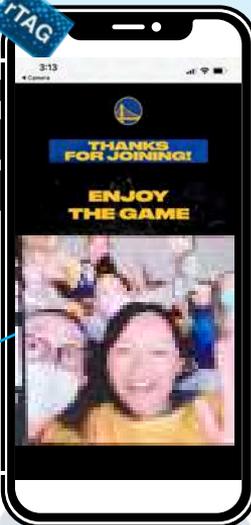
# Collect and resolve 1P data to drive scale



# Scale First Party Identity



- Analytic ID
- First Party Cookie
- IP/GEO Location



Person scans QR code on jumbotron and is taken to owned landing page with Vixi Live App where you then capture an analytic ID and set a first party cookie on device.

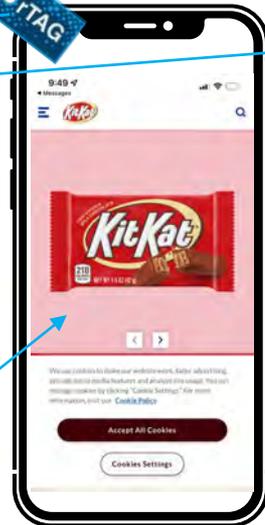
# Scale First Party Identity



Data Store & API  
Client Marketing & Analytics Environment

- Analytic ID
- First Party Cookie
- IP/GEO Location

- Email Address
- Phone number



First Party Graphs deliver on  
the brand promise.

Know your customer.



# Create a first-party identity graph.



ACX I O M  
**REALIDENTITY™**  
can help.  
**rGRAPH**

Launched in 2002, **rGRAPH** is your **KNOWN** identity graph framework.

Maintains relationships across online & known individuals across the enterprise.



ACX I O M  
**REALIDENTITY™**  
can help.  
**rGRAPH360**

Launched in 2020, **rGRAPH360** is your **DIGITAL** identity graph framework.

Combines pseudonymized known with digital touchpoints and signals.

Purchase

Retention

Advocacy

Sets

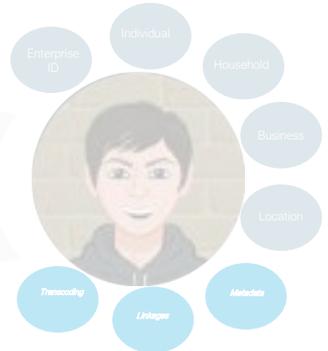
Deterministic  
Probabilistic  
Source Priority  
Conflict Rules  
Access Override  
Age Controls

Graph Build

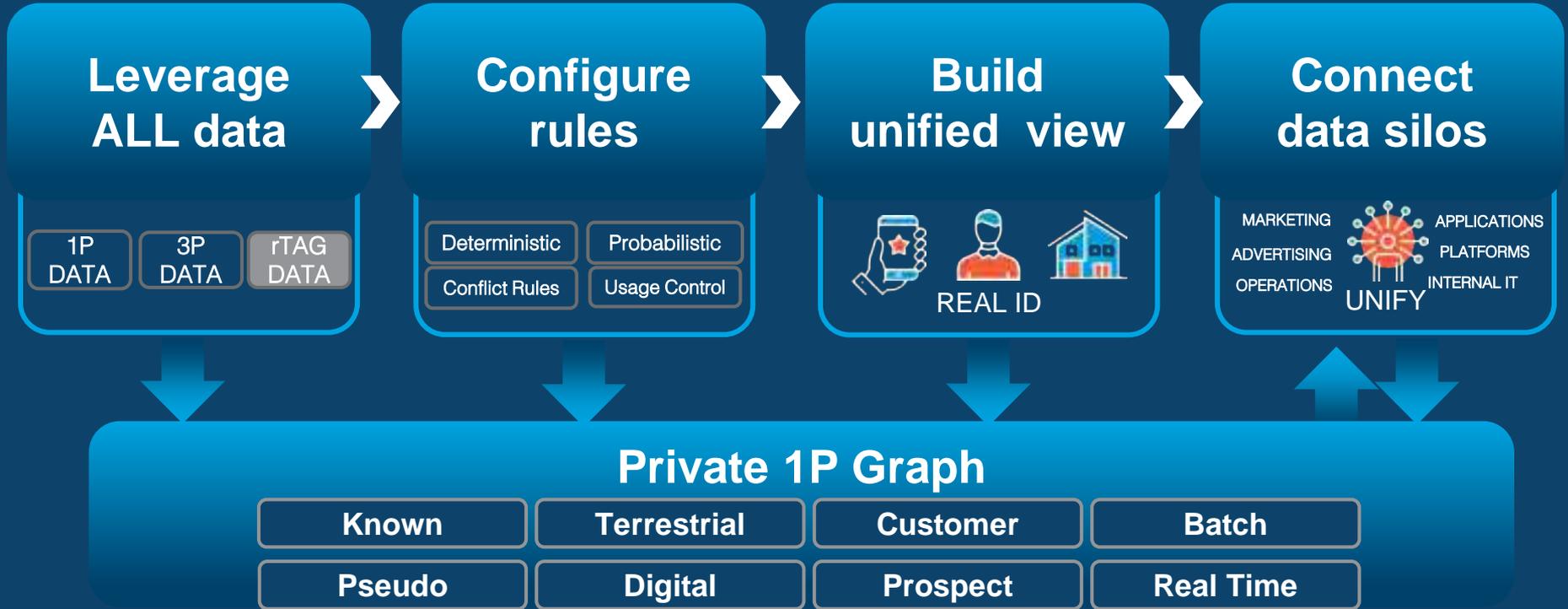
1<sup>st</sup> Party  
2<sup>nd</sup> Party  
3<sup>rd</sup> Party

Batch

Real-Time



# Increase recognition and connect with people



10-25% Revenue Lift when consumers receive personalized experiences that make them feel special



Accelerate reach and  
precision by combining  
1P data with highly  
accurate 3P data.

# Leveraging a Full Set of Identifiers



Anonymous



IP Address

3P Cookie

MAID

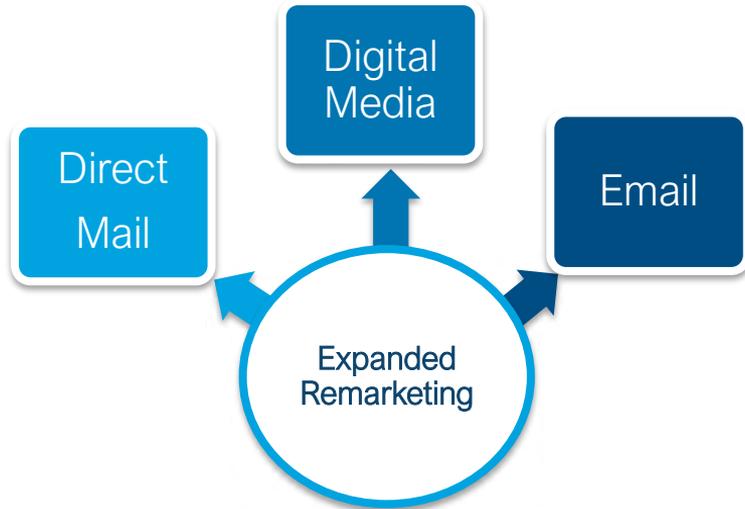
1P Cookie

Known



Email . Phone . Name/Address . Acct#

# IP to Zip11 Use Cases

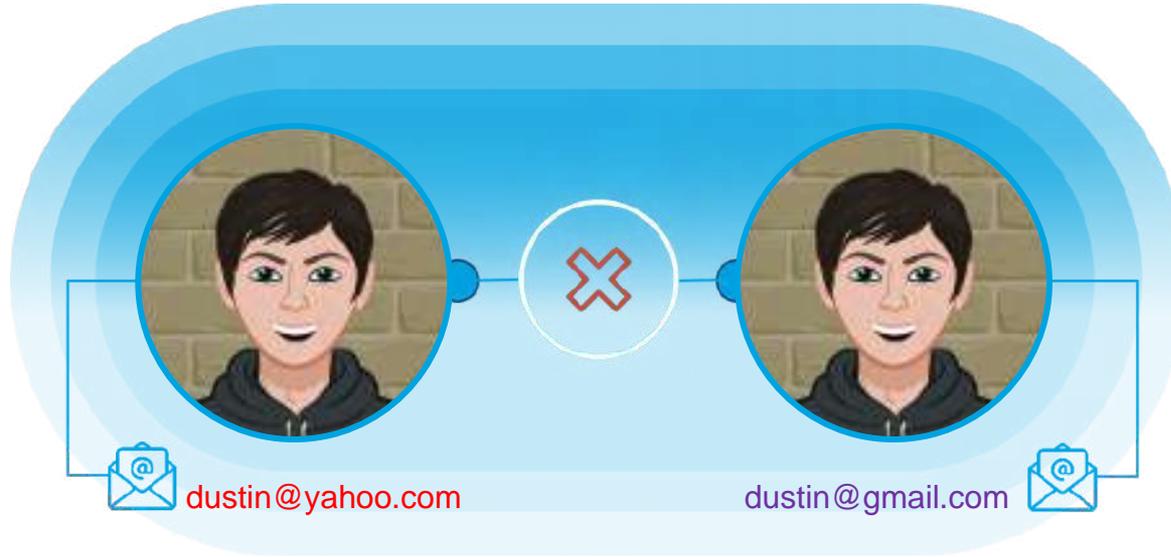


Use IP→Zip11→MultiAddress Lists to drive cross-channel retargeting to your targeted audiences and those closely related to them



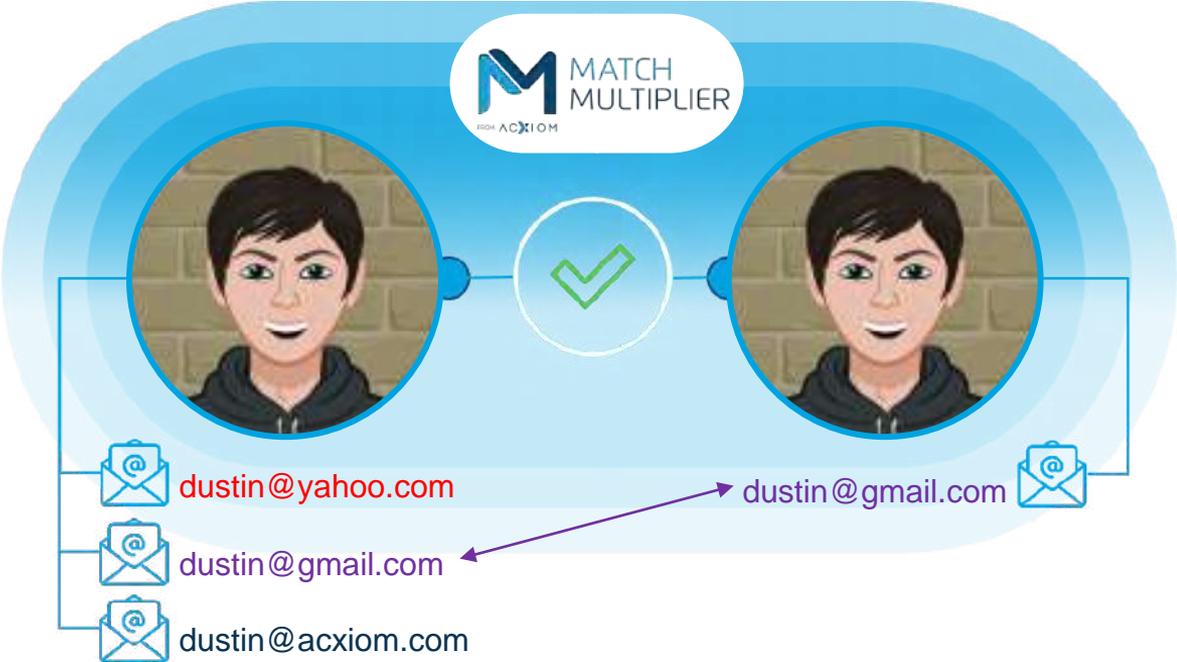
Combine your IP→Zip11 audiences with Acxiom's Infobase data aggregated at the Zip11 to drive personalization across channels

# First-party data may not have all touchpoints.



Direct connections foster greater transparency and control but additional data is often needed to maximize reach.

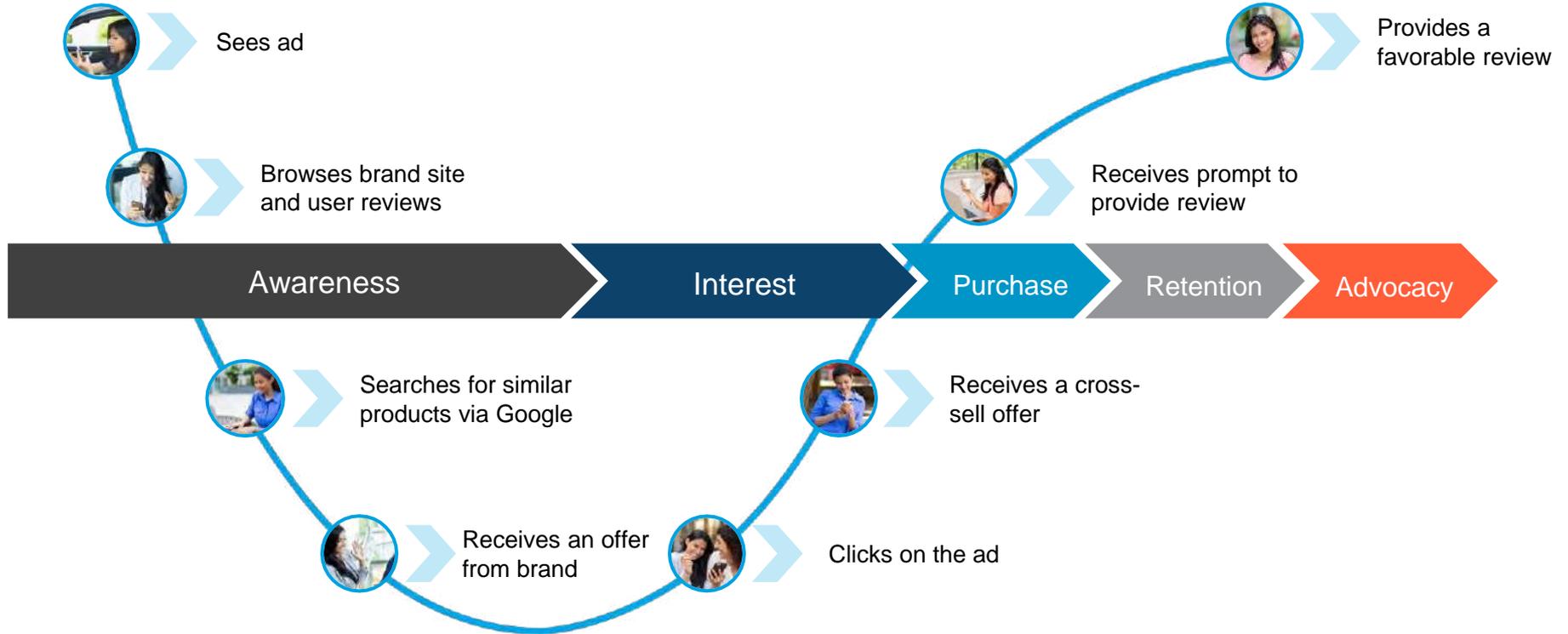
# Maximize first-party reach by connecting identifiers.



20-40%  
Increase in  
Reach

Google  
theTradeDesk  
Adobe  
salesforce  
ADTHEORENT

While the journey is similar, how and where you engage has changed.



A C X I O M  
**REALiDENTITY™**

## UNIQUE VALUE

OWNERSHIP

You own a first-party private graph

AGNOSTIC

You are not dependent on a media solution

CONTROL

You are not controlled by the walled gardens

TRANSPARENT

Identity is visible and manageable

FUTURE PROOF

Operable as data deprecates



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