



ACXION

CASE STUDY

Top automotive retailer turbocharges marketing with customer data platforms and Acxiom CDP services

With a track record of success stretching more than 25 years, this global automotive retailer has many notable achievements: ranked in the Fortune 500, dealerships and service centers on multiple continents, more than 10,000 people employed globally, and millions of happy owners.

But no organization can thrive and continue to support the customers it serves without growing. This renowned auto brand continues to grow by finding new ways to acquire new customers and retain the customers they love. This tried-and-true principle is at the heart of that growth strategy: When you understand people, your conversations and their experiences are always better. You build trust, and people love to buy from brands they trust.

This automotive retailer wanted to reach a deeper level of understanding their audiences. They needed messaging that was more relevant and personal ... everywhere. Acxiom's customer data platform (CDP) services and our CDP partners made that possible.

By optimizing the company's CDP-supported customer-journey and improving their real-time personalization, Acxiom helped deliver more efficient campaigns across paid, owned, and earned channels, and optimized the retailer's media spend. As a result, they can now deliver an automated, relevant, timely, and consistent customer experience at scale — from the moment customers view the first ad to their visit to the dealership, and beyond.

Challenges

This organization needed a holistic single source of customer truth to drive marketing personalization, distribution, and analytics in real time across digital, offline, and in-person interactions. And they wanted to optimize their media campaigns but faced a lack of reporting clarity. They needed to centralize ownership of their corporate-level martech stack, and ensure multiple agencies were brought into their customer engagement ecosystem to recognize and deliver end-to-end personalization to customers across dozens of US and European markets.

Solution

Acxiom's CDP experts recommended a combination of a Treasure Data CDP, a Digital Experience Platform from Sitecore, and Acxiom's data management solutions. Acxiom facilitated partner selection and contracting for the client, simplified the process and planning phases, and provided full contractual transparency. The client's core system and those investments stayed untouched, while Acxiom experts consolidated functionalities through a flexible model with Treasure Data, and made the data actionable with Sitecore, so the organization can now push personalization to a wider audience and treat data as an asset that helps their customers and their bottom line.

The solution ingredients:

- Treasure Data CDP, which was used for data management, analytics, and to provide an enterprise data layer
- Sitecore Personalization used for orchestration, decisioning, and personalization within owned properties
- Acxiom's CDP, data management, and analytics expertise

Results

The organization's new CDP solution provides a connected enterprise data layer from which the client can create consistent customer experiences across all touchpoints, allowing teams to make data-driven decisions, optimize operations, and increase budget efficiency.

In addition, they can now:

- Better leverage first-party data to inform and optimize campaigns for multi-channel media execution
- Roll out a scalable program template in more geographies
- Use their data for learnings, innovations, and iterations

With the help of Acxiom and other IPG agencies, this global automotive leader was able to connect the dots for their marketing teams, achieve data transparency, optimize media execution, and improve ROI and measurement. Looking forward, this retailer will continue to leverage a common strategy across other geographies that deliver against KPIs and business imperatives. Acxiom will drive a process of continuous improvement and transformation to support the organization in becoming fully data-driven. And, this solution will enable continuous customer journey mapping, so the organization can continue to evolve their media strategy.

Want to know more?

To find how Acxiom can help you find and reach your best customers, contact us at **info@acxiom.com**.

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