AMPLIFY YOUR ACQUISITION, GROWTH, AND RETENTION WITH ADOBE REAL-TIME CDP + ACXIOM

PLATINUM
Solution Partner

ACXIOM

> "As brands look for the right partner to face today's digital-first economy, prioritizing customer data management is vital—without it, delivering compelling and personalized customer experiences in real time will be nearly impossible."
>
> — David Wallace
> Research Director, Customer Intelligence and Analytics, IDC

Delivering compelling and personalized customer experiences—it's a challenge. Your brand is under more pressure than ever to deliver relevant experiences at every customer touchpoint. Understanding what people want, need, and prefer enables brands to demonstrate understanding and establish trust. People love to buy and keep buying from brands they trust.

That's why you've either adopted Adobe's Real-Time CDP—built on the Adobe Experience Platform—or you're considering it.

But research shows that, in addition to investing in leading martech technology, nearly half of your marketing spend will be with platform service providers, experts in amplifying the business value of your marketing investments. So before selecting the right partner to make your Adobe Real-Time CDP vision a reality, read why Acxiom should be your choice!

CHOOSE THE RIGHT SERVICE PARTNER TO LIFT THE VALUE OF YOUR CDP INVESTMENT …

Adobe has a lot of partners, but Acxiom is one of only a few of its Global Adobe Platinum Solution Partners, the highest level of partner classification based on certifications and experience. Our Adobe-certified associates bring not only Adobe expertise but also deliver privacy-compliant data hygiene, standardization, enhancement, identity, and analytics solutions to some of the world's best-known brands.

We provide Adobe Real-Time CDP services in three main areas:

- DESIGN Working closely with your team, Acxiom's Adobe solution experts use our proven mobilization checklist for discovery, prioritizing use cases, establishing governance rules, data structure and more.
- IMPLEMENTATION Technical and project management resources will engage to initialize the Adobe Experience Platform, integrate it with your martech ecosystem for your use cases, establish the paths for data integrations and data management, support third-party integrations, implement Adobe-based segmentation, configure the activation endpoints, and institute your analytics.
- MANAGED OPERATION We can manage the day-to-day administration of your Adobe Experience Platform and the workflow execution. Our team can scale to drive both small and enterprise campaign management and customer journey orchestration to help you realize faster return on your technology investment.

… AND THE EXPERTS' TOOLS TO ENHANCE YOUR CDP OUTPUT

For over 50 years, Acxiom has been the world's virtuoso at unifying and optimizing customer data, making it more valuable, more productive, safer, and more privacy-compliant. These are the tools our CDP experts deploy:

1 NEED DATA EFFICACY INTEGRATED INTO YOUR ADOBE REAL-TIME CDP?

We can apply hygiene and standardization to your data and any added data to:

- Prepare the data for activation use cases.
- Correct, on average, more than 40% of the addresses.
- Boost your ROI up to 50% by scrubbing the data.
- Decrease duplicate records by up to 15%.

2 NEED TO IMPROVE PERSONALIZATION AND/OR SEGMENTATION FOR A BETTER CUSTOMER EXPERIENCE?

By leaning on thousands of descriptive and predictive insights, and trusted tools such as InfoBase® Personicx® and Audience Propensities® we enhance and segment your data to:

- Expand your customer knowledge with demographics, buyer propensities and enhancement data.
- Create custom look-alike audiences.
- Integrate multiple data sources into your Adobe CDP workflows.
- Distribute to partners securely via native or custom connectivity.

3 NEED TO UNDERSTAND PEOPLE ACROSS ALL TOUCHPOINTS AND PROVIDE A CONSISTENT MESSAGE?

With Acxiom Real Identity, you can drive unified, consistent messaging across all touchpoints, nurturing brand loyalty and enhancing customer recognition.

- Brand-owned data graphs, without dependency on media solutions or walled gardens.
- Combined digital and offline identity, recognizing up to five times more people, and integrating household views.

4 NEED TO MAXIMIZE MARKETING EFFECTIVENESS WITH CLOSED-LOOP INSIGHTS?

Move beyond guesswork. Acxiom's analytics expertise empowers data science strategies—enabling informed decisions, predictive insights, and segmentation in your Adobe Real-Time CDP.

- Marketing and data science strategy, backed by understanding of brand, and informed by the latest attribution methods.
- Increased customer value through the development of relevant next-best-actions and next-best-offers.

5 NEED YOUR DATA TO BE PRIVACY- AND SECURITY-COMPLIANT EVERYWHERE, EVERY TIME?

We've been navigating the complexities of privacy, compliance, and governance for decades. In an era of heightened data privacy concerns, partnering with Acxiom ensures your customer interactions remain ethical and compliant.

- Named the industry's first Chief Privacy Officer in 1991.
- Have established privacy policies for each region of the world where we have offices.
- Offer extensive opt-out capabilities.

… ALL TO HELP ENHANCE YOUR BOTTOM LINE

In the rapidly evolving landscape of customer experience, seizing the full potential of Adobe's Real-Time CDP demands more than just technology—it requires the right partner.

Acxiom's standing as a Global Adobe Platinum Solution Partner signifies a level of expertise and experience that is rare in the industry. As you strive to deliver tailored and impactful customer experiences, the path forward becomes clear:

CHOOSE EXCELLENCE By aligning with Acxiom, you're choosing a partner with a proven track record in elevating brands through data-driven strategies. Your Adobe Real-Time CDP journey gains a powerful ally that understands your goals and has the tools to help you realize them.

ELEVATE PERSONALIZATION Leverage Acxiom's arsenal of insights and tools to enhance personalization and segmentation. Drive better customer experiences by tapping into data-driven audience insights and creating tailored interactions that resonate deeply.

MAXIMIZE ROI Unlock the true value of your CDP investment. Acxiom's tools enhance your data quality, boosting ROI by cleaning and scrubbing data to unprecedented levels of accuracy. Your marketing initiatives will be powered by precision, translating into tangible business gains.

The time to act is now. As you strive to transform your customer experiences with an Adobe Real Time CDP, Acxiom can be your guiding light. Choose a partner that understands your aspirations and also possesses the tools and expertise to turn them into reality.

Contact Acxiom today to unlock a world of possibilities, where personalized, data-driven customer engagement isn't just a vision—it's your brand's reality.

FOR MORE INFORMATION

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AC-1999-23 09/23