A GUIDE TO AMPLIFYING ACQUISITION

acXIOM

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Marketers have never had more technology and data at their fingertips. But the best acquisition marketing strategies put customer understanding at the heart.

Better acquisition marketing is data-driven and requires a genuine understanding of people – it's called customer intelligence and it gives you the ability to speak to people with greater relevance and respect. Relevance and respect lead to positive engagements, helping brands win and keep customers – happy customers. As a result, brands grow. It's a win-win.

Where to start? With a people-first mindset. The following pages are packed with information to spark ideas and help jumpstart your 2024 acquisition efforts.

If you want to learn more, let's talk. Reach out to your Acxiom representative or via **info@acxiom.com**.

UNDERSTANDING
YOUR CUSTOMERS

How well do you understand your customers?

People love to buy from brands they trust. And brands know customer intelligence (CI) builds trust by enabling relevant, personalized conversations and experiences.

But there's a gap between what brands know and what they do.

We surveyed 200 US and UK brands to understand where they sit on the journey to CI maturity.

Only 4% are using CI to differentiate their brand and gain a competitive advantage.

Exploring	10%
Developing	48%
Maturing	38%
Differentiating	4%
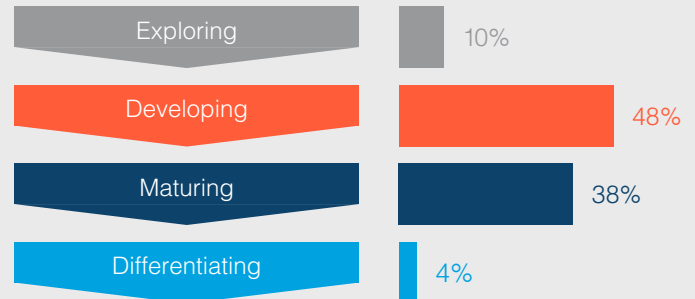
Looking at the four pillars that support any effective CI strategy the picture is more nuanced:

● Exploring ● Developing ● Maturing ● Differentiating

Data Health

9% 39% 44% 9%

Strategy and Mindset

10% 52% 30% 8%

Operations and Support

22% 29% 34% 17%

Analytics and Enablement

25% 41% 25% 10%
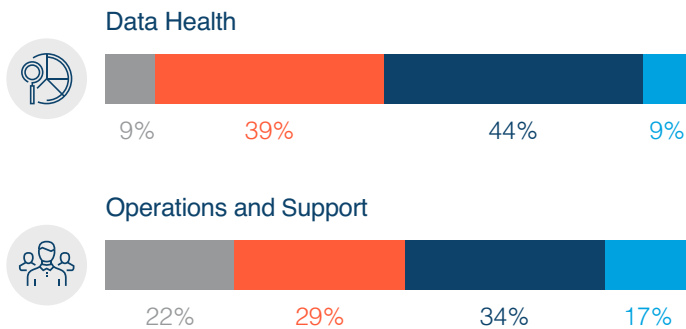
Higher maturity in data health and operations suggest **brands are collecting data.**
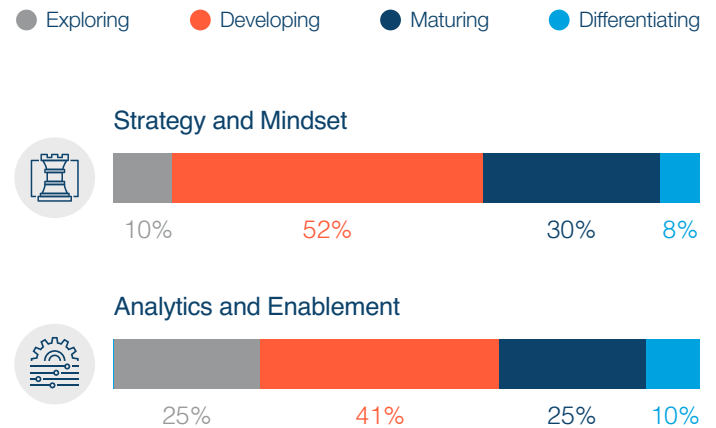
Lower maturity in the other pillars suggest they **don't know what to do with data** once they have it.

Check out Acxiom's first annual CI survey to discover:

- Where today's brands sit on the journey to CI maturity.
- Real-world lessons from industry experts.
- What best-in-class looks like in each of the four pillars.
- A roadmap for using CI to drive competitive advantage.

acxiom.com/customer-intelligence

Download the Full Study

ACQUISITION MARKETING: 4 WAYS TO TURN PROSPECTS INTO CLIENTS WITH CUSTOMER INTELLIGENCE

JED MOLE
Chief Marketing Officer
Acxiom

Marketers have never had more technology and data at their fingertips. But the best acquisition marketing strategies put customer understanding at the heart. Acxiom CMO, Jed Mole, shares four ways marketers can gain understanding and meet their acquisition goals.

In the famous movie, The Big Short, about the 2008 US sub-prime financial collapse, one of the characters, desperately trying to make sense of the numbers, cries out in frustration, "It's like two plus two equals… fish!"

How many of us have felt like that on the receiving end of sub-optimal marketing and customer experiences? As marketers, how many of us have felt making two plus two equal four is ridiculously hard, despite the mass of data and technology at our disposal?

Where marketing is most challenging, and so often under-appreciated, is in the world of acquisition marketing. We don't yet have the customer relationship, we have less data, and we're often interrupting someone to win them over. When the customer feels the interruption is for an irrelevant

reason or purpose (and in the digital world – happens at scale), it can also give acquisition marketing a bit of stigma.

Yet the fact remains, acquisition marketing is as at least as important as retention and growth. Why? Well, try retaining or growing a customer you don't have. All customers were once prospects.

THE ACQUISITION MARKETING MINDSET

Better acquisition marketing is data-driven and requires a genuine understanding of people – it's called customer intelligence and it gives you the ability to speak to people with greater relevance and respect. Relevance and respect lead to positive engagements, helping brands win and keep customers – happy customers. As a result, brands grow. It's a win-win.

Where to start? With a people-first mindset.

I believe it's about 'helping people find their brands.' Today, people don't want to be sold at or to; instead, they want to explore and happen upon, or seek and quickly find the things that make life better for them. From simple purchases of everyday items to longer, deeper relationships for higher value goods and services.

While acquisition can, by default, seem to be all about 'finding customers,' there's little doubt in my mind, a mantra of 'helping people find their brands' will lead to better marketing that leads more customers to you.

4 CUSTOMER INTELLIGENCE FOCUS AREAS FOR EXCEPTIONAL ACQUISITION

To achieve a truly people-first approach to acquisition marketing, there are four focus areas that will help make customer understanding possible and marketing both meaningful and effective:

1. IDENTITY

If you can increase your ability to match the right data to the right person, you increase your ability to understand them and give them relevance. Yes, there's still lots of talk about cookie deprecation and first-party data (both important to understand), but the bottom line is brands need a multi-faceted and mindful approach to identity. It's no longer a bolt on tool; identity is a fundamental of marketing strategy.

2. DATA CLEAN ROOMS

We all know third-party data can still do great things for acquisition marketing. It often gives you a much better place to start. And of course, first-party data is the gold standard, but if you don't have it, then you need to think differently. So, what about another company's first-party data made available to you as second-party data in a data clean room (DCR)? Or taking the first-party data you have on your customers and combining with a co-marketing partner? Both increase understanding and accelerate marketing performance. The industry has been talking about these scenarios for years, it's now time to talk less and do more, moving from experimentation to scale.

3. CUSTOMER DATA PLATFORMS (CDPS)

Okay, let's just acknowledge there are many types of CDPs – pick your breed. But the bottom line is you need a contemporary platform where you can host and manage the data of the customers you love and those you'd love to have. After all, while you're looking to acquire, you likely already have some great customer relationships, and therein lies the richest source of insights as to who might like to join them.

Whichever CDP is right for you, beware of the risk of it becoming another silo. Make sure it's properly integrated with other systems and let go of systems that are no longer serving you (or your customers). Make sure you have the solution you need to see your customer, understand them, and deliver that customer intelligence to the places it'll make the most difference.

4. ANALYTICS AND AI

We know analytics has and always will be a mission critical part of data-driven marketing, but it's being transformed by artificial intelligence (AI) and here's what unites them – garbage in, garbage out. Make sure you present AI with the best possible data and make sure you know why AI is making the decisions it is – human oversight is still required. AI is not a replacement for humans (that's us marketers by the way). Rather, it should be used for what it's good at – transforming large amounts of data at scale and speed.

I was recently at the Cannes Lions International Festival of Creativity, and with its film festival associations, I was reminded that the film franchise Star Trek gives us great guidelines. We can look to the wonderful interactions of Kirk, Spock, Picard, and even the appropriately if unimaginatively named Mr. Data. If the captains had put their expertise aside and followed everything the logic and AI told them, I doubt they'd have gotten past the third episode of the original series. It's the application of creative, new, human-centric ideas and intuition, on top of the logic and AI, that ensures success.

BEYOND THE MACHINES

So, dear marketing friends, it's up to us to bring empathy and understanding into our marketing and customer experiences. Four focus areas for you to make two plus two equal four when you're looking to acquire new customers. Live long and prospect.

Learn More About Customer Acquisition

WHY BRANDS SHOULD BE PAYING CLOSER ATTENTION TO GEN Z

LARRY BEVENS
Principal Consultant, Financial Services Solutions
Acxiom

Why should brands make an effort to get to know Gen Z?

It's a simple question with a seemingly simple answer: As the largest generation in the U.S. Gen Z is set to be a brand's biggest audience. Gen Z may not be on your brand's radar just yet, but as its members continue to emerge into adulthood and their buying power increases, it certainly will be soon.

But there's also a more complex answer to the same question.

It's easy to look at any emerging generation and assume it's just a younger version of what came before – perhaps with different hair styles, inexplicable music tastes, or questionable fashion sense.

However, with Gen Zs there's been a step change. They've been born into a completely different world – a digital world of endless complexity and contradiction. They're growing up with the expectation of seamless, digital-first experiences tailored to the individual. With zero tolerance for substandard experiences, Gen Zs may give brands only one shot at engaging them.

In this context, it's vital for brands to take the time to understand Gen Zs, the world they're experiencing, and their values and behaviors. For brands to succeed tomorrow, they need to identify, understand, and engage Gen Zs as they start their customer journey today.

THE INSIDE TRACK ON GEN Z:
DISCOVER WHAT YOUR FUTURE CUSTOMERS VALUE

Larry Bevens
Principal Consultant,
Financial Services Solutions

ACXIOM

TO READ THE FULL REPORT, SCAN THIS CODE.

Let's explore some of the contextual factors that set Gen Z apart:

NO-FEAR DIGITAL NATIVES

Gen Zs are truly digital first. While other generations are adopting and adapting to technology, most Gen Zs have never known a time when a smartphone wasn't within reach.

This doesn't just mean they're good with gadgets, although – let's be honest – they are. It means their entire lives are conducted in the digital realm. Socializing happens online – whether through social media platforms, instant messaging, or virtual gaming environments – and everything Gen Zs need to manage their lives is on their mobile device.

It also means they have access to a far greater range of content than previous generations. Whether for entertainment or information, ubiquitous digital and mobile connectivity provides a gateway to anything and everything. Gen Zs often rely heavily on the recommendations of trusted online influencers to help them navigate this endless sea of information and make choices about what to watch, buy, or believe.

IDENTITY AND ACCEPTANCE

In this world where everything is at their fingertips, it's easy to assume Gen Zs are better informed, which could – in turn – make them more understanding and accepting of others. On the other hand they are maturing at a time when opinions are increasingly polarized, media is divisive, and social echo chambers make it hard to achieve a balanced view. All this has the potential to make Gen Zs less tolerant.

Many were figuring out what's important to them during the COVID era. This limited their real-world social interactions and may have delayed establishing their sense of self, but it equally could have made them more grounded and compassionate than older generations. Overall, the boundary-less virtual and digital worlds Gen Zs inhabit seem to make it easier for them to connect with like-minded people and find acceptance without being restricted by physical geography.

ECONOMIC HEADWINDS

Finally, Gen Zs are emerging into adulthood during a time of economic uncertainty with rising inflation and sky-high living costs. The fact that their median household income is around 25% lower than the U.S. average isn't unexpected given they are the youngest generation, but it will make it harder for them to establish themselves in this unstable environment.
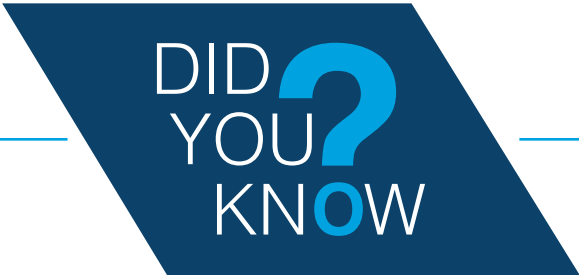
Gen Zs often hit traditional milestones later than their predecessors – whether due to increased parental support or pandemic-related delays. This could mean they are more mature as they start their first job, or move out of the family home to rent their first apartment. But it could also impact their access to traditional credit markets and advanced banking products, leaving them widely underbanked.

GETTING TO KNOW GEN Z

To help brands understand Gen Zs (and ultimately help Gen Zs find their brands), we've analyzed Acxiom InfoBase® data from more than 16 million U.S. households headed up by Gen Zs.

The result is our new report, The Inside Track on Gen Z. It features 10 top insights on Gen Zs, from their entertainment choices, financial priorities, and shopping habits, to their living situations and their attitudes about health and data privacy.

Take a look for yourself, and gain the intelligence your brand needs to acquire, retain, and grow relationships with this unique generation.

DID YOU KNOW?

…95% of our clients renew their contracts with us.

GROWING VACATION OWNERSHIP

Challenge

A vacation ownership brand needed to increase qualified lead generation through both email and digital activation.

Description

The company partnered with Acxiom for an email acquisition program supported with a digital activation solution. Email is an integral part of the brand's media plan and with this solution they will be able to hit the upper- and mid-funnel areas in the sales process to drive awareness, generate interest, and drive conversions.

The brand required deployment of prospect emails via its own internal process. Acxiom worked creatively with our email partners to define high-value vacationers based on Acxiom InfoBase Consumer List and then matched them to the permissioned email universe. The email partner then licensed the use of those emails to the company to enable them to deploy the email campaigns.

Business Outcome

- Defined audience for use across both email and digital marketing (6.9 million) channels – allowing the brand to warm leads over time in order to be top of mind when the prospect is ready to book travel.

- Used Match Multiplier to expand the audience by an additional 5.5 million records for reach via digital marketing alone

- Identified new digital audience for activation via a partner's marketing newsletter

- Renewed the solution due to its success

BOTTOM LINE IMPACT

Increased qualified audiences for marketing outreach

Enabled multi-channel outreach to drive package sales

Provided more control of engagement frequency

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DATA-DRIVEN
STRATEGIES

FIRST, SECOND, AND THIRD-PARTY DATA – EVERYTHING MARKETERS NEED TO KNOW

BRADY GADBERRY
SVP, Head of Data Products
Acxiom

First-, second-, and third-party data are useful terms in theory but not always in practice. For The Drum's Deep Dive into Data & Privacy, Brady Gadberry (SVP and head of global data, Acxiom) lays out the three types of data you need to grow – and to call yourself a truly data-driven brand.

As marketers, we regularly throw around terms like first-, second-, and third-party data. Data is part of any smart marketer's strategy, after all. But are we so focused on data type that we are losing sight of what data does for us?

Here's a quick refresher around what the terms first-, second-, and third-party really mean. However, and this is the point of this article, these definitions have everything to do with how the data was collected, and far less about how useful the data can be to your marketing strategy.

For example, with the impending deprecation of third-party cookies, there's a lot of talk about how important it is for brands to build their first-party data assets – and rightly so, as it's data you can own and control. But before you eschew all other data and throw the baby out with the bathwater, don't lose sight of the wide variety of customer data and the huge role it will continue to play in your overall marketing strategy.

After all, it's unlikely you'll be able to achieve all your marketing goals with a first-party data only strategy. If the only people you can engage are those you already know, you'll quickly realize that while you might be able to retain and grow customer relationships, you won't be able to acquire new ones. And new customer acquisition is a cornerstone of growth.

So, what other types of data do brands need? Obviously one answer is second-party and third-party data. But what does that mean in practice? When it comes to the real business of marketing, the type of data is far less important than the results it will deliver.

Here's another way of thinking about three different types of data every brand needs in their marketing data strategy.

1. The data that helps you predict growth

First things first: you've got to be able to define your offer and understand your customers – those in your first-party data graph. This is common sense, but incredibly, still not common practice. You've got to have the qualitative and quantitative data that helps you understand where you're starting.

But then you'll want to move swiftly on to the interesting part: using what you've learned to start predicting which audiences will be your most promising growth vectors. This is where additional data comes in.

Take what you know about people and their interactions with your brand – what they're buying, how they're engaging with

your website, or visiting your stores – and expand it beyond your four walls. Look for the stuff you can learn about them that might not appear directly connected to your brand at first. For example, what sports and hobbies do they enjoy, what media are they consuming, or what kind of purchasing power do they have?

The goal is to identify the patterns that will help you predict successful audience growth and acquire new customers. To predict future purchases, the gold standard is a clear data point like the purchase history your brand already has. However, the next best thing is similar transaction data about those who haven't yet purchased from you but have bought competitor offerings. Maybe it's from a second-party partner relationship or maybe it's third-party licensed data, but what's important is that it is predictive.

Have you just bought a home? Or like me have you just moved your oldest child into college? If so, you're probably in the market for new insurance, home improvements, or dorm must haves (and airline tickets)! These major milestones in people's lives are powerfully predictive – but may not be apparent in your own direct customer interactions.

Ultimately, it takes all kinds of data – purchase data, media data, footfall data, and many more – working together to feed the algorithms that will help you predict which actions will lead to winning outcomes.

2. The data that helps you maximize reach

As we've already discussed, cookie deprecation is a hot topic. We must all build out direct connections and stronger relationships to our customers. But we should also be augmenting the contact data that allows us to reach them. Did you know 28% of people use more than four email addresses? Even if you have a responsive one – will it be the one your marketing partner has or the email your perfect prospect uses to log in to the publishers where you are buying ad space? Do you know the latest IP address for your customer's smart TV so you can deliver relevant advertising?

When you've determined the characteristics and personas that predict your best new customers, you'll need to find them out in the world. Practically speaking, you'll need to work with an agency and data partners that have a clear view of the whole universe of your potential new buyers and who understand the meaningful characteristics that predict a great return on your ad spend.

This is where brands can widen their view. It takes third-party data to connect to audiences and meet them where they are: in digital display, on email, on CTV, via direct mail, or anywhere else you may wish to engage with them. While your strategy must be led by first-party data, you need to be able to take action on that strategy in the broader ecosystem by augmenting these data assets if you want to reach your audience reliably.

3. The data that helps you drive creativity and effectiveness

The final type of data I want to talk about is one that sometimes gets lost in the quantitative world of artificial intelligence (AI) and machine learning (ML). It's the beautiful "Aha!" inspiration that often emerges when brands and creative agencies partner to create cut-through campaigns.

We can't lose sight of the descriptive data and customer experiences that inspire the messages we send. The data that fuels these insights is often third-party, but it might also be first-party data gathered through focus groups and surveys. It's the fact-based but qualitative information that can let us walk around in our customers' shoes and sparks the big idea for the creative and messaging that moves markets.

So there you have it. Three types of data that aren't as simple as the first-, second-, and third-party breakdown we usually hear about.

The first type of data helps you understand what you're selling and who you should be selling it to, the second type helps you get it in front of bigger audiences of likely buyers, and the third helps you create the messages that will capture their hearts and minds. And, of course, it goes without saying – all data that is part of your marketing data strategy, needs to be ethically sourced, privacy-compliant, kept secure, and used responsibly.

Without all three kinds of data, you can't drive customer growth. But if you can harness all three, I think you can legitimately call yourself a data-driven brand.

READ MORE
ABOUT DATA

ACXIOM DATA

#1 IN PROVEN DATA PERFORMANCE

Marketers looking to deliver exceptional experiences need exceptional insights and data. This is especially true in the travel industry. People increasingly expect brands to understand their unique tastes as they seek new travel experiences. Acxiom helps brands improve millions of customers' experiences every day with data-driven insights that helps brands understand audience needs, wants and preferences all while protecting people's privacy. Check out our travel audience recommendations below to elevate how travelers experience your brand.

RELEVANT DATA TO CONNECT WITH REAL PEOPLE

U.S.
❯ 260 Million Adults
❯ 8,000+ Attributes
❯ 50+ Years of Data Expertise

GLOBALLY
❯ 2.5 Billion People
❯ 12,000+ Attributes
❯ 30+ Markets
❯ Interactive Global Catalog

Yoga Enthusiast • Home Owner • Net Worth $2M • Checks Personal Email Daily • Books Car Maintenance Via Mobile App • Visits Tripadvisor.com & HGTV.com • Gardening Enthusiast • Frequent Traveler • Monthly Coffee Bean Subscription • Leases a 2020 Vehicle • Supports Environmental Causes • 42, Single Registered Nurse

AMPLIFY YOUR MARKETING WITH ACXIOM DATA AND INSIGHTS

Enrich first-party data to build customer intelligence and personalize website experiences.	Reach people receptive to your products and services using thousands of audience selectors.	Organize customers and audiences by homogenous clusters to better engage with relevance.	Power models with quality data to provide lift of 20% or more.	Deploy full-service email campaigns and activate audiences at more than 500 destinations.
❯ Age ❯ Income ❯ Interests ❯ Preferences ❯ In-market indicators	❯ InfoBase List ❯ Addressable universe ❯ Major milestones ❯ Intent signals ❯ Work-life	❯ Personicx Lifestage ❯ Personicx Prime ❯ Personicx Insurance	❯ Evaluate data effectiveness ❯ Determine next best action ❯ Offer decisioning ❯ Customer win-back	❯ Remarketing ❯ Prescreen offers of credit ❯ CTV ❯ First-person reach extension

DATA-DRIVEN INSIGHTS THAT ROCK

BOTTOM LINE IMPACT

Challenge

A leader in entertainment products and services around the world needed to gain a broader understanding of customers to ensure increased engagement and relevance. They also needed to share those insights with their end clients such as concert venues and sports teams.

Description

Acxiom performed data hygiene, identity linking, and third-party data enhancement to allow the brand to achieve an accurate and holistic view of customers.

Business Outcome

- Enriching first-party data with Acxiom third-party data provided insights about the types of people that buy tickets

- Enabled the venues and artists to create better personalized experiences, sell more tickets, and make smarter business decisions based on these consumer insights
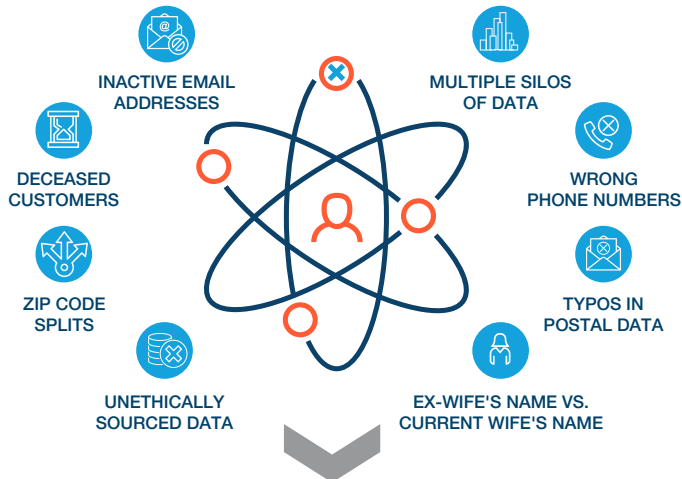
Personalized Customer Experiences

Valuable Insights for the brand's clients

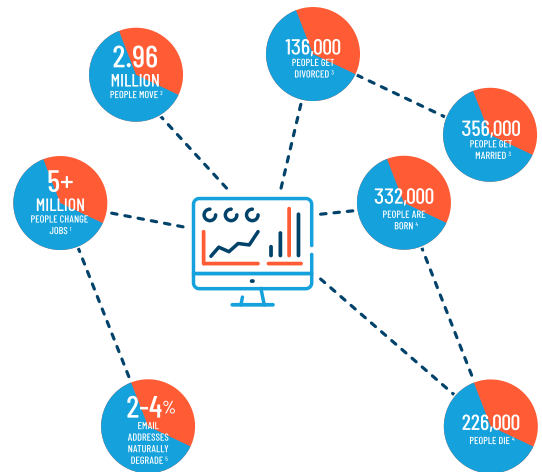## Smarter Business Decisions

ACXIOM

What does bad data look like?

INACTIVE EMAIL ADDRESSES

MULTIPLE SILOS OF DATA

DECEASED CUSTOMERS

WRONG PHONE NUMBERS

ZIP CODE SPLITS

TYPOS IN POSTAL DATA

UNETHICALLY SOURCED DATA

EX-WIFE'S NAME VS. CURRENT WIFE'S NAME

WHY? Because Contact Data Decays…

Every single month

2-3% of data goes bad per month….
equal to a 25-35% rate of decay each year

2.96 MILLION PEOPLE MOVE [2]

136,000 PEOPLE GET DIVORCED [3]

356,000 PEOPLE GET MARRIED [3]

5+ MILLION PEOPLE CHANGE JOBS [1]

332,000 PEOPLE ARE BORN [4]

2-4% EMAIL ADDRESSES NATURALLY DEGRADE [5]

226,000 PEOPLE DIE [4]

In one year in the US

Roughly 30 Million Moved
(2.5 Million/month) [6]

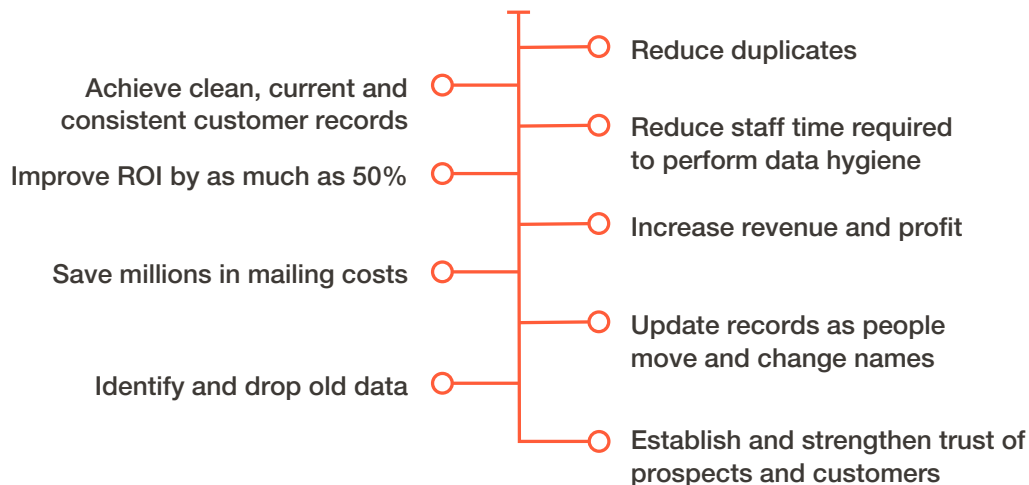**.75 Million Divorced**
(62,500/month) [7]

2.0 Million Married
(roughly 167,000/month) [7]

1 in 3 workers
changed or lost their job [8]

Approximately 25-35% of your data will become obsolete each year

The Result?

A lot of bad data, but we can help you…

- Reduce duplicates
- Achieve clean, current and consistent customer records
- Reduce staff time required to perform data hygiene
- Improve ROI by as much as 50%
- Increase revenue and profit
- Save millions in mailing costs
- Update records as people move and change names
- Identify and drop old data
- Establish and strengthen trust of prospects and customers

1 United States Department of Labor Bureau of Labor Statistics, http://www.bls.gov/news.release/jolts
2 https://www.census.gov/newsroom/press-releases/2016/cb16-189.html; WorldBank, data.worldbank.org.
3 https://www.cdc.gov/nchs/fastats/marriage-divorce.htm
4 National Vital Statistics Reports, 2017, https://www.cdc.gov/nchs/products/nvsr.htm
5 http://www.freshaddress.com/services/email-change-of-address-ecoa/
6 https://www.census.gov/data/tables/2020/demo/geographic-mobility/cps-2020.html
7 https://www.cdc.gov/nchs/fastats/marriage-divorce.htm
8 https://www.latimes.com/business/story/2021-05-14/job-changes-lost-job-coronavirus-covid

AFTER GOOGLE KILLS THE COOKIE: REACH CUSTOMERS WITHOUT EXPOSING YOUR DATA

KYLE HOLLAWAY
SVP, Head of Global Identity
Acxiom

With third-party cookies on the way out, and data privacy regulations always on the rise, brands face challenging times ahead when it comes to understanding and reaching their customers. Luckily for them, as data and identity converge in the data clean room space, it's now possible to build customer intelligence without exposing your data, says Kyle Hollaway, SVP and head of global identity at Acxiom.

Building customer intelligence has always been a balancing act for brands. On the one hand, you want to learn more about people so you can give them the most relevant, personalized service and experience. On the other hand, you have to respect their preferences and privacy, and abide by the growing body of regulations around the use of personally identifiable information (PII).

Third-party cookies were once the lynchpin of digital advertising (or its crutch, depending on your point of view) and the go-to tool for brands, but with Google finally setting the schedule for their removal from Chrome in 2024, focus has shifted back to first-party data and identity.

The major challenge now is around how brands can extend and enhance their first-party data in a privacy-conscious way. And when we talk about identity and the sharing of data, we're really talking about the mechanism by which brands can share and unite two or more datasets. Where and how are brands joining them together?

Data doesn't like to move around

A pretty solid rule of thumb is the less you have to move data, the better. So technologies like data clean rooms have emerged, which serve to minimize the unnecessary movement of data while maximizing the privacy and security protections around everyone's data when they bring it together in this safe space.

The problem with most data clean rooms is that you're working with data like hashed email addresses, so you're

unable to do much fuzzy or probabilistic matching. And if I have two different email addresses in two different brands' data sets, they won't be able to reliably identify me as the person behind the data.

The big question, therefore, is how do we bring more complex, more precise matching to the ecosystem while maintaining all the privacy protections – and even achieving zero PII exchange?

The intelligence/privacy trade-off no longer applies

The good news is deep customer intelligence and robust data privacy are no longer mutually exclusive.

Cloud data clean room providers like Snowflake, AWS, and Google are beginning to offer native capabilities within their applications, meaning brands can keep all their data within their own instance.

Where identity partners like Acxiom used to require you to bring the data to the identity graph, now we can bring the graph to the data – and when the location of data is everything, it's a change that marks a new paradigm for privacy-by-design marketing.

The convergence of data and identity

This convergence of data and identity means when brands want to collaborate, they don't need a middleman. They can basically cut that step out of the equation and handle everything within their own instance of a cloud data clean room.

The application knows what kind of partner data is available, and the brand can control what data is used by the application, so they can leverage their data without ever actually sharing PII with anyone.

Beyond match rates: putting customer intelligence in brands' control

Brands no longer have to take their data to the identity graph. Instead, the graph comes to their data. Which means they're not just buying match rates, which is one way to look at the old model. They're investing in the customer intelligence that powers match rates – and much more: better analytics, smarter audience building, modelling, partner insights, better decisioning, and, of course, higher match rates for downstream platforms like publishers.

It's a dramatic simplification of the regulatory and legal responsibilities that will continue to fall on all parties' shoulders, brands included. And this simplification will lead to greater confidence – not to mention much shorter legal contracts to contend with.

Most importantly, it will give brands more control of their customer intelligence than ever before. And the ability to experiment, on their own and with a growing network of partners, to spin up new ideas, new campaigns, and new opportunities to connect meaningfully with customers – quickly, flexibly, and safely.

RECOGNIZING ANONYMOUS WEBSITE VISITORS HELPS BRANDS CONNECT WITH RELEVANCE

Belinda Stilwell
VP Client Management
Travel, Hospitality and Entertainment
Acxiom

As virtual, often anonymous interactions become the norm, brands need innovative ways to connect with people, particularly people who may become their best customers. Imagine being able to tailor your website's content, offers, and services to individual preferences, even when you do not know who is on the other side of the screen. This is the power of recognizing anonymous site visitors. Let's delve into why that matters so much for marketers and look at how to make it happen.

A very high percentage of your website visitors are likely anonymous. How do you make those website visits a win for your guests without knowing them? For years marketers have used cookies that allow websites to remember preferences and behaviors. Utilizing cookies provides insights into people's browsing history and interests. That, in turn, informs marketing.

But cookies, at least the third-party variety, are soon to be history. Android and iOS already restrict their use, and Google has announced that it will retire them in the second half of 2024. So, what does that mean for you as marketers? How can you understand campaign effectiveness? How can you personalize website interactions? How do you understand, for instance, why people may get deep into the funnel on your site yet still abandon their session? Well, necessity being the mother of invention, there is a solution that can help your brand, in real time, understand who is on your website and, within milliseconds, allows you to engage in a more customized and personal way without relying on third-party cookies.

By using a first-party tag, you can match the IP address against a Zip11, utilizing hundreds of demographic and behavioral data points to know more about what matters to the household. That means you can provide, in real time, a more compelling offer and a better experience. During this period of transition, you can phase in this first-party cookie strategy and start accessing and learning, comparing current measurement and attribution efforts against this new brand-owned and managed capability.

In addition, your owned media (website, apps, blogs, social media, channels, and emails) should always have a first-party tag you own and control to capture anonymous and known visitors to feed back into your first-party graph. This pseudonymous graph removes any doubt about who knows the most about your website visitors – you do! This first-party tag ensures you never have to relinquish control of your most valuable asset, your customer information, to a third party. Once you can recognize your site visitors, what does that enable? Brands win or lose in large part due to customer engagement and must up their game to retain loyal customers and win new ones.

1. TAILORED CONTENT DELIVERY

By better understanding your anonymous site visitors, brands can anticipate their interests and present personalized, relevant content that resonates. This can lead to longer engagement, increased chances of conversion, and better customer experiences.

2. DYNAMIC USER EXPERIENCE

Imagine a website that adjusts its layout, navigation, and design based on the inferred preferences of each visitor. This level of dynamic interaction enhances user satisfaction and makes navigating the site more intuitive and enjoyable.

3. EFFECTIVE LEAD GENERATION

Knowing the interests of anonymous visitors allows brands to strategically place lead generation forms, offers, or promotions that are more likely to capture the visitor's attention. This not only boosts conversion rates but also effectively nurtures potential leads.

4. REDUCED ABANDONMENT RATES

Understanding when and why visitors abandon their journey through the website funnel can lead to targeted improvements in those areas, thus reducing those rates and increasing the chances of conversion. Also, having the ability to remarket to those who have dropped off your site without fully engaging can drive huge dividends. Recognizing anonymous site visitors can undoubtedly personalize the customer experience, but it's crucial to strike a balance between personalization and privacy. Clear communication about data usage, opt-out options, and compliance with data protection regulations are essential to building trust with your audience and help ensure they understand the value exchange. Working with partners that put consumer data privacy at the forefront ensures your brand hits the mark with both privacy compliance and customer satisfaction. As technology advances, recognizing anonymous site visitors will become more sophisticated and seamless. Artificial intelligence and machine learning capabilities are expected to play a significant role in deciphering visitors' behaviors and preferences, leading to even more accurate personalization. Smart marketers are starting to take advantage of these capabilities now. Layering AI and ML with pseudonymous recognition will enable your brand to continue to weave a clear picture of your best customers, allowing you to exceed expectations and build brand loyalty. By harnessing data and technology responsibly, brands can bridge the gap between virtual interactions and real-world connections, ultimately redefining the way brands engage with customers and create loyal and lifelong relationships.
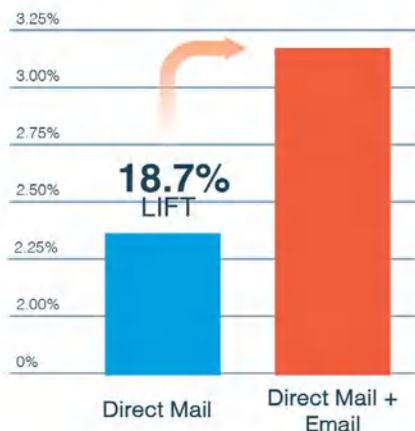
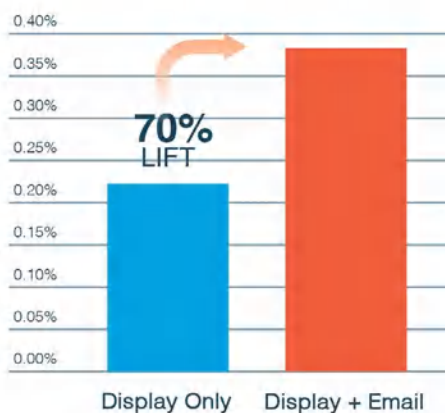**Sign Up to Learn More about Connecting Digital Insights**

DRIVING DOUBLE DIGIT RESPONSE

BOTTOM LINE IMPACT

- A credit card company was seeking to increase response to their offers

- An Email Connections proof-of-concept campaign was deployed with two groups of recipients:

  - One receiving offers via only one channel

  - The second receiving the offer via email and the additional channel

- Campaign synergies yielded double digit increases in response rates

18.7% lift with email & direct mail

70% lift with email & display

RESPONSE RATE

18.7% LIFT

Direct Mail | Direct Mail + Email

RESPONSE RATE

70% LIFT

Display Only | Display + Email

ac**X**iom

THREE KEYS TO SUCCESSFUL EMAIL MARKETING

Carlos Vega
Director of Email Strategy
Acxiom

I am an unapologetic music fan and love attending live music shows in the little free time I can find these days. I have found unexpected parallels between live music performances that I don't forget and successful email marketing that speaks to me. Performing to a live audience is very similar to cultivating relationships with prospective customers. Here are a few strategies that captured my attention that you should implement to optimize your email acquisition efforts and achieve maximum impact.

TUNE IN TO YOUR TARGET AUDIENCE

It always starts with the audience. Don't play a heavy metal concert to a crowd who thought they bought tickets to a jazz festival. You need to understand who your ideal customers are by analyzing demographic, psychographic, and behavioral data. This information will guide your email acquisition strategy, helping you attract the right audience, people who are genuinely interested in your campaigns. Just like choosing the right music genre for your concert, choosing the right messaging and content for your email campaigns is crucial.

HARMONIZE YOUR CHANNELS

I check Instagram and my personal email every day. I look for new concert listings a couple of times a week. So don't rely solely on one instrument to create your melody! Instead of relying on just one channel for email acquisition, try a multi-channel approach to broaden your reach and attract more customers. You should utilize various touch points such as social media, content marketing, paid advertising, events, and direct mail. By diversifying your channels, you

increase your chances of capturing a broader and more engaged audience, just like reaching music fans through different platforms.

COMPOSE COMPELLING CAMPAIGNS

Create a captivating opening riff that grabs the audience's attention. Make it worth their while to stay and listen to your entire set. Compelling campaigns with solid lead magnets are essential for effective email acquisition. Avoid sending bland emails that offer little value. Focus on creating offers that are genuinely enticing, such as exclusive content or valuable resources. Keep your campaigns simple and clear, and include compelling calls to action. Ensure your design elements are visually appealing, easily accessible, and optimized for mobile devices. By providing a positive user experience, you increase the likelihood of higher conversion rates, just like delivering a memorable and engaging musical performance.

Email is alive and well and critical to successful acquisition campaigns. By tuning in to your target audience, harmonizing your channels, and composing compelling content with solid lead magnets, you can effectively acquire high-quality email subscribers and customers. Embrace these best practices and unlock the full potential of email acquisition to help drive your business's growth and success.

For more best practices and even more insights on how to successfully nurture email subscribers, watch our webinar, **7 Strategies for Successful Acquisition Email**. In just 30 minutes, you'll discover examples of real-world results and how you can replicate them for your business.

OPTIMIZING
PERFORMANCE

IS PARTNERSHIP KEY TO MARTECH SUCCESS?

A BRAND PERSPECTIVE ON SERVICE PARTNERS

EXECUTIVE SUMMARY

Acxiom partnered with research and strategy agency MTM to survey business decision-makers from across the UK and the US to gain insight into the state of the martech service partner landscape.

This whitepaper explores current approaches to martech service partnerships, the opportunities and challenges that partnerships present, and how brands and service partners can ensure the success of current and future martech service partnerships.

In today's digital economy, brands depend on marketing technology (martech) solutions to automate their workflows and to deliver the personalized brand experiences that their customers have come to expect at scale. As recent technological developments (such as the rise of AI and machine learning) have rendered solutions in the martech space increasingly complex, few brands have the capabilities and expertise to implement and manage a suite of solutions in-house. As a result, many brands choose to on-board an external martech service partner to act as a strategic advisor and to help with the deployment, integration and optimization of solutions.

Service partners boast comprehensive technical and marketing expertise, and can help brands to engineer tech stacks that will deliver against their marketing and business objectives.

Service partners can take many forms as a number of different types of organizations offer partnership services. Our survey suggests that brands typically engage large leading management consultancies or companies that specialize in a specific technology/solution.

Each service partner offers a unique set of specialized services that may be specific to a type of technology platform, an area of martech, or a certain stage of the tech lifecycle (such as implementation or day to day management). As such, our survey shows that brands will generally work with more than one partner at a time (on average three to four).

As the world of marketing technology rapidly evolves service partnerships are becoming increasingly important, and are therefore commanding an increasing share of martech budgets.

According to our survey, on average nearly half of martech budgets are dedicated to service partnerships, and this figure is predicted to grow over the next 12 months.

With an increasing amount of budget on the line, it is more important than ever that brands select a service partner that is a good fit for their organization to set themselves up for success. Our survey indicates that many brands embark on a lengthy and thorough selection process to find a partner that can demonstrate possession of both technical certifications/credentials and previous experience in their industry. Given the

requirement for service partners to work with multiple teams across a business, many brands also look for a partner that aligns with their company culture.

The decision-making process can be difficult, as it often invites input from a number of stakeholders (e.g. marketing, data and analytics, IT, customer intelligence) with differing objectives and priorities.

Yet, even after brands have participated in a rigorous selection process, martech partnerships are not without their challenges. A number of respondents to our survey reported experiencing challenges with their service partner related to early mistakes made during the configuration process, and delays to the initial implementation timeline.

Ultimately, successful martech partnerships rest on the actions of both partners and the brands that engage them.

To help brands ensure the effective implementation and ongoing success of any martech investment, Acxiom has identified **seven key pillars for success**.

Our survey indicates that brands value partners that can help them understand their current and future martech needs, and that prioritize empowering teams with the skills necessary to manage a solution once a partnership has concluded. Overall, partners must be a source of trusted advice and continual support across the lifecycle of a service partnership.

While partners must ensure they deliver value over the course of a partnership first and foremost, they can also play a pivotal role in supporting brands to ready themselves for martech partnerships.

Partners should look to offer advice on areas where brands are least confident (e.g. evaluating tech options) and should proactively address challenges that may arise by outlining plans for mitigation during the early stages of engagement.

#1 Technology evaluation
Decide the most suitable martech solution for your ecosystem taking into account platform fit, scalability, and customization needs

#2 Use case review
Decide the most suitable martech solution for your ecosystem taking into account platform fit, scalability, and customization needs

#3 Data evaluation
Define what data is needed to underpin the solution and consider availability, permissions, and destinations

#4 Operational readiness assessment
Prepare the business to onboard the martech tool factoring in skills, ownership, availability, and stakeholder buy-in

#5 Internal operational planning
Plan for the project and working with a partner, including assigning SMEs, completing impact assessments, and setting timelines

#6 Project governance agreement
Create a model for execution that encompasses KPIs, forums, compliance, and project tracking

#7 Daily management plan
Define day-to-day operations and tools required to meet objectives

TO READ THE FULL REPORT, SCAN THIS CODE.

SPOTLIGHT ON ACXIOM & SALESFORCE
BUILDING MEANINGFUL AND PERSONAL CUSTOMER JOURNEYS

Since 2019, Acxiom and Salesforce have been building a partnership in service to some of Acxiom's largest and most forward-leaning clients. The partnership is focused on bringing the brand's data, CX goals and business outcomes together into smart and dynamic customer journeys.

Today we perform end-to-end services for our clients in the Salesforce ecosystem, from advising and developing strategies to implementing and activation. Our work is grounded in a sound technical and operational foundation, and is grouped into four key areas:

ADVISE
- Marketing Strategy
- CX Strategy
- Technical Strategy
- Troubleshooting
- Recommendations
- Roadmapping

ENHANCE
- Data ingestion, enhancement and reporting
- Apply persistent ID
- Enhance portraits with demographics and buying behaviors

IMPLEMENT
- Engagement (Marketing Cloud)
- Personalization (Interaction Studio)
- Customer Data Platform (CDP)
- Intelligence (Datorama + Tableau)

OPERATE
- White-glove campaign management
- Journey creation
- Platform optimization
- Use case development
- Real-time interaction management

BANK CHOOSES ACXIOM TO IMPLEMENT SALESFORCE MARKETING CLOUD VISION

CHALLENGE

One of the largest U.S. banks began a major digital transformation to provide customers with an "always-on" "journey-based" experience using best-in-class Salesforce products. A year and a half into this journey, the bank knew it had a problem. The bank didn't have adequate strategy or suitable operational processes, nor the staff trained in Salesforce to implement the digital transformation.

SOLUTION

Acxiom, the bank's trusted and long-time partner, was asked to help reset the transformation. Starting with an audit of the system to pinpoint overall design issues, Acxiom assisted in developing new designs with the Salesforce Marketing Cloud (SFMC) platform and provided deeper training for the staff.

RESULTS

While the journey is ongoing, the bank now has a clear path to achieving its original goals. And it finally has an effective and experienced team to help it realize this vision.

HEAR WHAT OUR CLIENTS ARE SAYING

"They build innovative data solutions which deliver results."

"We love the opportunity to partner with high-quality people, who care about our success and develop scalable solutions."

"Strong partnership. Willing to compromise. Prioritize doing the right thing."

"Great culture + diverse. Nice to see Acxiom also has more women leaders."

"The people! Like partners, friends, treat you like family."

"Engages in discussions of what will drive results - not just shiny objects."

"Acxiom is a trusted strategic partner, who has shown, on multiple occassions, that they truly care about the well-being and success of our organization."

"The people! They are smart, nice, trustworthy, transparent and thoughtful."

"Deep empathy, listening. Non pushy, non sales approach. Solutions are win-win."

"We love the way Acxiom helps us reach the right people."

"Strategic partnership and proactive, ongoing support continual ideation to help us drive success."

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ABOUT ACXIOM

Acxiom partners with the world's leading brands to create customer intelligence, enabling data-driven marketing experiences that generate value for people and for brands. The experts in identity, the ethical use of data, cloud-first customer data management, and analytics solutions, Acxiom makes the complex marketing ecosystem work, applying customer intelligence wherever brands and customers meet. By helping brands genuinely understand people, Acxiom enables experiences so relevant and respectful, people are willing to explore new brands and stay loyal to those they love. For more than 50 years, Acxiom has improved clients' customer acquisition, growth, and retention. With locations in the US, UK, China, Poland, and Germany, Acxiom is a registered trademark of Acxiom LLC and is part of The Interpublic Group of Companies, Inc. (IPG). To continue the conversation, let's get in touch.

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