

ACQUISITION SOLUTIONS ROADSHOW

Tuesday, November 14, 2023
2:00-6:00 p.m. CST

Soho House Chicago
113 North Green Street
Chicago, IL 60607

ACXIOM

Designed to help brands stay at the forefront of the ever evolving world of identity, privacy, and data-driven customer acquisition.

	TOPIC	SPEAKER
2:00 pm	Welcome	Mike Gray SVP and Head of Sales, Acxiom
2:15 pm	Consumer Transformation: Understanding the Opportunities and Challenges in Selling to Millennials and Gen Zs Millennials and Gen Zs share a high degree of engagement with new technologies, devices, and services, but these two generations differ dramatically from each other. Join us as IDC Senior Analyst Kelly Brown shares insights about consumer behaviors, attitudes, and satisfaction and how they relate to what marketers need to know about customer acquisition in 2024. Consumer technology adoption continues to accelerate, making it vitally important to understand the unique sentiments of Millennials and Gen Zs.	Kelly Brown Senior Analyst, IDC
3:00 pm	The Digital Advertisers' Guide to What NOT to Do Gain insights from new research showing how the powerhouse combination of first- and third-party data helps brands avoid the most common pitfalls of digital marketing. Learn how the right combination of data helps marketers better understand in-market timing, drive brand relevance, and deliver personalized creative that resonates – and results in action.	Kara Manatt EVP of Intelligence Solutions, MAGNA Global Allison Smith Senior Partnership Manager, Acxiom Lorel Wilhelm-Volpi VP of Partner Marketing, Acxiom
3:30 pm	Acquiring Customers in a Changing Landscape Learn how your brand can thrive in a changing landscape in 2024. In this session, you'll gain insights into: <ul style="list-style-type: none">• New approaches to identity and how they can help your brand respond to third-party cookie deprecation and privacy concerns• How identity sets the stage for further engagement including recognizing and remarketing to anonymous site visitors across digital and offline channels	Sara Stevens SVP of Data & Identity Solutions, Acxiom
3:50 pm	Boost Acquisition Results with Email Marketing Discover proven email marketing best practices and audience segmentation strategies that yield results. You will gain actionable insights to drive higher ROI and cost-effective performance using a multi-channel marketing approach to amplify messages and acquire new customers.	Carolyn Nye Director of Digital Interactive Strategy, Acxiom
4:10 pm	Delivering Next-Level Value with Martech Services Understand the challenges businesses face when integrating new tech into their marketing stack and solutions for filling skill gaps and technical knowledge to drive increased value from tech investment. Learn from real-world results generated by companies across multiple industries.	Jeff vonSeldeneck Business Development Executive, Acxiom
4:30 pm	Cocktails and Networking	