ACXIOM

THE CUSTOMER INTELLIGENCE JOURNAL:

A Travel Marketers Guide for Navigating a Complex and Changing Digital Ecosystem.

2023

FOREWORD

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Strategies to adapt to a new world of travel – and travelers' expectations.

With the decline in business travel, acquisition of new travelers and building brand market share have never been more important for travel brands. Data-driven solutions to meet travelers in their planning and purchasing stages that delight from trip expectation to experience have never been more crucial for traveling marketers to utilize as expectations from people have changed.

Meeting the expectations of people starts with brands developing a better understanding of their customers. **However, the Acxiom Annual Customer Intelligence (CI) Survey that was released in July shows that only 4% of brands have mastered this skill. This means there is a huge opportunity for travel brands to improve their relevance, personalization, and trust with their customers.**

Acxiom partners with the world's leading brands to build and manage customer intelligence strategies, enabling data-driven marketing experiences that generate value for people and for brands. We are the experts in identity, the ethical use of data, cloud-first customer data management, and delivering analytics solutions that are as actionable as they are insightful. Acxiom makes the complex marketing ecosystem work, applying customer intelligence wherever brands and customers meet.

For more than 50 years, Acxiom has improved and influenced clients' customer acquisition, growth, and retention strategies – delivering on metrics that matter. The following pages are packed with ideas travel marketers can take back to their teams. We've included strategies for reaching unique audiences to drive acquisition, retention, and loyalty, a few reminders about the fundamentals of a data-driven foundation, new research around CI and some advice on how to master the art and science of it.

We hope we spark some ideas with these pieces. If you have any questions or want to learn more, please reach out to me or my team.

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TRENDS WE ARE THINKING ABOUT

MARKETING DATA: 3 SERIOUS RISKS OF USING AI THAT BRANDS NEED TO BE AWARE OF

BRADY GADBERRY
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Brands are scrambling to experiment with artificial intelligence (AI) and understand its new potential for understanding, reaching, and engaging customers, as well as the risks it brings with it. Here, Brady Gadberry, SVP, head of data products at Acxiom, has three pieces of cautionary advice for brand marketers as they embrace the new technology.

It seems like almost every day, a new product launch or announcement reignites excitement (and not a small amount of trepidation) about the possibilities of AI for marketing – and just about any knowledge industry.

The rise of large language models (LLMs) like ChatGPT are at the center of this disruption, and many are calling for a pause on the training of AI systems more powerful than GPT-4. The speed of disruption, combined with our collective tendency to let innovation outpace the laws, ethics, and governance controls we have in place, have added urgency to this call for pause. Signatories of the cautionary open letter include Acxiom CEO Chad Engelgau, who has warned that "society needs levers and fulcrums to create better scalability" to protect against the risks of AI "hallucinations" and potential privacy issues.

Like most, I'm very excited by the possibility of making it easier

for less-technical people to have a way to intuitively interact with and benefit from data and analysis. However, as the growing power of LLMs becomes apparent, I want to share some of the misgivings we've heard in recent weeks and explore these issues further to see what they mean for data-driven marketers. Where should the line between excitement and caution lie, and how can brands use AI like LLMs to build a better understanding of their customers while minimizing the risks?

CHOOSE YOUR APPLICATIONS OF AI CAREFULLY

As Chad noted in the article I mentioned, ChatGPT and similar tools can be highly effective in certain areas, like short-form marketing creative. But the price of scalability and speed is often imprecision (or flat-out fabrication) in the content itself, so human guidance and review are still going to be essential.

This issue will be a huge consideration for brands experimenting with AI. To avoid the pitfalls and limitations of AI's effectiveness, first we have to understand them.

You can use LLM-based AI to help you combine and interpret datasets and make inferences based on correlations in the data. For example, AI is great at answering questions, individually and at scale, that require an understanding of relationships between words, concepts, and data that don't 'match' or 'join' in datasets, but that people intuitively understand. Is a business open 24 hours? If it's a fast-food restaurant with a drive through in an urban area, that's quite likely. If it's an accounting office,

likely not. With large sets of data about businesses, it takes people manipulating the data and getting it organized in useful ways to calculate those answers. With these new tools we can skip to the good part, with less of the work to ready the data for analysis.

But here's where things get tricky. Yes, AI can do some of the "thinking," and can remove the need for human rote work, but you wouldn't want it to make strategic decisions about the marketing challenges you face, or the ways in which you'll use the data to interact with people. Consider in January of this year when The Verge revealed that many of CNETs recent stories had been written partially or entirely by an unnamed AI program. Many were straightforward financial reporting, but in the event of an 'AI hallucination,' numbers or even trends could have been reported incorrectly. At the time, those stories were not identified as having been AI-generated, so the level of scrutiny necessary wasn't clear to the reader. For now, it's still a step too far to allow unsupervised uses that directly impact your brand and its relationship to your customers.

TRANSPARENCY WILL BE CRITICAL – AND DIFFICULT

The risks around AI decision-making don't just involve 'hallucinations,' but also are born from the opacity of the decision-making process itself. We have to ensure there's transparency around how and why a decision was made. This is a major factor that will set apart the brands who use data ethically.

The 'black box' nature of AI systems has been discussed by experts like Brian Christian in his book The Alignment Problem: Machine Learning and Human Values. The more sophisticated a model gets, with more types of data coming together to make extrapolations, the more opaque the system becomes. If they're not careful, brands could find themselves making campaign decisions without knowing why they're doing it. This becomes a major issue when biases creep in, especially when datasets could include information about protected classes like race, gender, and sexual orientation.

The inclusion of protected classes isn't the only way bias can be introduced into a decision. All AI products are based on training data, and expecting a perfect outcome assumes the AI was shown previous examples of marketing decisions that were both entirely unbiased and successful. As marketers, we know that

while that happens, it's not necessarily true in every or even the majority of cases.

As the complexity of AI systems increases, the difficulty in defending against biased decision-making grows exponentially. You don't just have to worry about sensitive data such as protected classes, but also data that can become a proxy for, or highly correlated with, those things. To avoid this situation, you need to understand what's happening inside your models, and that requires transparency – for the brand and for the customers who may want to know why they're being made a certain offer. This is possible, but to keep checks and balances on what AI is doing at scale, we need to take measured steps forward. This will help ensure we don't let technology get ahead of our values by using data in ways we would not allow systems we more-specifically design to do so.

AI IS NOT A SUBSTITUTE FOR GOOD DATA – OR FOR GOOD MARKETING

One mantra I keep coming back to when I think about the excitement (and the fear) around AI is this: AI isn't magic, it's just math. Sure, it's extremely fancy math done very quickly on powerful computers, but ultimately, it's only going to be as good as the fuel you feed it. And that fuel is data.

If you want to use AI to help you make predictions about customer behaviors, and inform your decision-making, you still need great first-, second-, and third-party data. You need a solid first-part identity backbone so you can gain a complete view of the real people who are your customers. To grow, you still need to access information that helps you predict that someone might be your next great customer and reach them with a message that might introduce them to your new LLM-powered chatbot to find out about your brand.

The fundamentals haven't changed, and they aren't going to any time soon. Smart technology doesn't relieve marketers of the need to maintain good data practices. First and foremost, brands will always need to understand their customers and the customers they'd love to have. AI will augment these abilities, but it won't be a substitute for good marketing.

Read More About AI

DATA CLEAN ROOMS: MAKING SENSE OF THE HYPE

TATE OLINGHOUSE
Chief Client Officer
Acxiom

There's much talk in martech circles about data clean rooms and the new capabilities they're opening up for brands looking to share data safely. Acxiom's Tate Olinghouse, chief client officer, explores what's actually new about clean rooms (and what isn't), and why the hype is justified after all.

As one business year ends and another begins, martech experts round up the trends and technologies that are winning marketers' attention – and their budgets. This year, some of the loudest buzz has been around data clean rooms, and for good reason. There are truly exciting things happening in this space.

Data clean rooms (which can evoke images of lab technicians in white coats) are privacy-conscious, data collaboration spaces. In a data clean room, brands and their trusted partners can share and combine data to create new insights that benefit all parties - more relevant advertising for people, better growth for brands and their partners. They open up opportunities in co-marketing, audience building, monetization, and marketing measurement without

asking brands to actually share their customers' personally identifiable information.

For example, manufacturing brands and consumer packaged goods (CPG) brands have traditionally struggled to build out high-quality first-party customer data and direct relationships. But with the help of a data clean room, a retailer could partner with a CPG brand to co-create subscription-based offers that give their shared customers something really meaningful. It's a win for the brands and the customers, too.

Brands might take a similar approach when assessing a partnership with a credit card issuer. Or when they're looking at potential mergers and acquisitions, and they want to compare their customer base with that of a target acquisition.

My point is this — the list of data sharing use cases is both long and long-standing. So, while I'm excited about clean rooms and I don't want to spoil the hype party, I feel it's important to point out that a lot of the new and exciting capabilities clean rooms are said to enable are actually pretty old-school, tried-and-tested direct marketing capabilities. And that's a good thing for marketers and marketing because direct marketing strategies work and are part of a holistic marketing plan. Gone are the days when direct marketing simply meant direct mail – it's about direct connections with your customers.

WE WERE DOING CLEAN ROOMS BEFORE THEY WERE COOL

Whether it was called co-branded marketing, collaborative marketing, or even just a smart way of using a relational database, forward-thinking marketers have been doing this stuff long before clean rooms were a thing.

In fact, about 30 years ago some of my colleagues were developing the first ever relational database for what is now a leading national bank. This enabled them to combine data about their credit card customers with data from an airline partner, creating new, valuable offers with the insights they generated. In effect, they were also creating the first clean room.

The latest developments in cloud computing and clean room technology are supercharging many of the capabilities you need to make this kind of data sharing and collaboration effective and safe. Our partners, companies like Snowflake, Google, and AWS are leaders in this transformation.

But at the same time, a lot hasn't changed. We're still talking about combining datasets to create new customer intelligence and using that intelligence to create customer value through better marketing experiences. It's deceptively simple, and it reminds me of learning to use Venn diagrams in second grade math class. Which data creates the most interesting and valuable overlap? That's the sweet spot.

ONE THING REMAINS THE SAME: YOU NEED TO GET THE DATA RIGHT

Clean rooms may be the latest and one of the greatest solutions available in digital marketing, but technology alone is never enough. If you want to genuinely understand people, you have to start by understanding the data. And you need to be a good steward of the data.

In order to drive real business outcomes with the tech, you need to unlock the full potential of clean rooms. There are three data components you need to consider:

1. Data expertise – To know how to put a clean room environment to work for you, you need an expert, trusted team or partner who can work with you to analyze and decipher what data will make a difference for your business.

2. Data security – Good data governance and security measures are always worth mentioning, even when they've become table stakes. Clean rooms are about combining information safely, so they demand an ethical, privacy-conscious approach to data.

3. Data augmentation – A simple clean room instance lets two brands share their first-party data with each other. So far so good. But to maximize your reach and your potential for valuable insight, you also need to be able to bring high-quality third-party data into the mix. Third-party data can often bring first-party data to life with behavioral and interest attributes or even transactional data.

WHY CLEAN ROOMS ARE ON THE RISE

So, if clean rooms are, in essence, a reincarnation of this protected data-sharing capability, why are they creating such a buzz today?

On the one hand it's because, while data volumes are always increasing, meaningful people insights will continue to fragment as smart devices, the Internet of Things and new technologies like the metaverse, generate siloed datasets.

On the other hand, there's the need for privacy-conscious and protected data sharing. With third-party cookie deprecation coming, brands need new ways to build their data assets, and quite frankly to measure what marketing is working. And with increased regulations around data privacy and security, brands need the most ethical and protected forms of sharing.

That's what clean rooms represent today. And when they're used intelligently – by brands that have an understanding of the data that will ultimately drive positive outcomes for the business, because it drives positive outcomes for its customers – that's when I think the hype around clean rooms is totally justified.

Learn More About Data Clean Rooms

NAVIGATING THE PATCHWORK OF U.S. STATE PRIVACY LAWS: A CALL FOR A COMPREHENSIVE NATIONAL PRIVACY LAW

Jordan Abbott
Chief Privacy Officer
Acxiom

Acxiom has long recognized and championed the importance of data privacy and the ethical use of data, especially as it pertains to marketing. We were the first company in our industry to have a Chief Privacy Officer in 1991. While most are now calling for a national privacy law, we were alone in our industry, when we called for a national data privacy law in 2004. And in 2018, we called for a national data broker registry. Today, Acxiom honors privacy inquiries and opt-out requests from people nationwide, regardless of whether their state has a law requiring access, deletion, or opt-outs.

As technology advances, the protection of personal information becomes an increasingly crucial aspect of our digital lives. The power and rapid explosion of artificial intelligence (AI) and its increased use in marketing only underscores the importance of establishing guardrails to protect personal data.

In recent years, even before AI became the hot topic it is today, several U.S. states took the initiative to address privacy concerns by introducing their own comprehensive data privacy laws. California was first, passing the California Consumer Protection Act in 2018. Predictably, other states soon followed. Virginia, Colorado, Connecticut, and Utah,

subsequently passed their own data privacy laws that, among other things, include the rights to access, correction, deletion, and portability.

This year, the trend accelerated. States like Indiana, Tennessee, and Montana joined the list of approximately 12 states that have enacted comprehensive state data privacy laws. So far, most of the more recent states to pass comprehensive privacy legislation are similar to the laws in Virginia, Colorado, and Connecticut, requiring opt-in consent for the collection and processing of certain "sensitive" data, which in addition to traditionally sensitive information like Social Security numbers and sexual orientation, now include things like race, ethnicity, and precise geo-location. Unsurprisingly, states with current privacy laws, such as California, are now already amending those laws to add additional compliance obligations.

While commendable, the continued rollout of state privacy laws, each with its own unique elements presents significant challenges for businesses, highlighting the urgent need for a comprehensive national privacy law with a unified approach that fosters competition and innovation, protects consumers by giving them meaningful rights, recognizes the value exchange that consumers appreciate, while at the same time, provides clear avenues for redress when bad actors misuse data.

THE CHALLENGES FOR BUSINESSES

Understanding the changing legal landscape is just one part of the equation. There are very real business impacts and challenges, including:

1. Compliance Complexity: With multiple states enacting their own privacy regulations, businesses operating across state lines face the daunting task of navigating varying compliance requirements. This complexity not only strains resources but also creates substantial risk for inadvertent non-compliance, exposing businesses to severe legal repercussions. In states that have a private right of action for violations, class action attorneys will surely be ready to test the courts' appetite to enforce new state privacy laws at the expense of the unprepared.

2. Increased Costs: Complying with diverse state laws demands additional resources for things like legal and privacy professionals and compliance technologies. For small and medium-sized enterprises, this can be particularly expensive and burdensome, which results in a diversion of already limited resources, hindering innovation and growth.

3. Inconsistent Consumer Expectations: The lack of a uniform privacy standard leads to inconsistent consumer expectations regarding data privacy and protection. This uncertainty can undermine consumer trust in businesses, adversely affecting customer loyalty and brand reputation.

THE CALL FOR A NATIONAL PRIVACY LAW

Acxiom has been calling for a national data privacy law because we believe it benefits people and businesses, and it's imperative in a digital economy that is underpinned by data. A comprehensive national privacy law could address the aforementioned challenges and offer several benefits:

1. Streamlined Compliance: A single, standardized privacy framework would simplify compliance efforts for businesses, regardless of their geographical scope. This uniformity would ensure all companies operate under the same set of rules, fostering a level playing field and helping avoid unintended consequences that neither consumers nor brands want.

2. Enhanced Consumer Protection: A national privacy law would provide meaningful consumer rights, providing consistent and robust protections across the country. This includes clear guidelines on data collection, use, and retention, ensuring consumers have greater control over their personal information.

3. Streamlined Redress Mechanisms: The right national privacy law would establish a clear and accessible redress mechanism for consumers in the event of actual harm from privacy violations. This would empower consumers to seek appropriate remedies without facing unnecessary hurdles.

THE WAY FORWARD

The continued rollout of individual U.S. state privacy laws has undoubtedly advanced the conversation around data protection, but it has also brought numerous challenges for businesses. A federally preemptive national privacy law is essential to address these challenges and provide a cohesive and harmonized framework that benefits consumers, brands, and the partners with which they do business.

While there are well-documented divisions in Congress, a national privacy law can pass with Congressional focus. Privacy is an area in which there is general bipartisan agreement. And Congress has passed sweeping privacy regulations before. As examples, they've successfully passed landmark legislation such as the Fair Credit Reporting Act, GLB, CAN SPAM, and HIPAA. If 27 member countries of the EU can agree to the need for and benefits of GDPR, surely Congress can see both the sense of a common privacy law and the feasibility of it.

As a company immersed in the business of harnessing data, ethically, to help brands better understand their customers, we believe that as technology evolves, so must our national data privacy laws. A unified approach is the best way to ensure businesses thrive while protecting peoples' rights.

Visit the Acxiom Privacy Center

BACK TO THE FUNDAMENTALS

INNOVATIVE BUSINESSES ARE INVESTING IN CX TECHNOLOGY CAPABILITIES IN 3 CORE AREAS:

1. DATA AND IDENTITY

Designing and implementing the right technology stack and data pipelines to ingest, store, and connect data points from across the customer journey is critical to delivering the personalized, predictive, and responsive experiences that customers expect.

2. ANALYTICS AND ML

Advanced analytics and machine learning (ML) will become increasingly critical capabilities for brands looking to extract value from massive swathes of customer data generated by immersive, interactive experiences. These capabilities enable brands to optimize marketing, communications, and customer journeys at the individual level.

3. DATA-DRIVEN DECISION MAKING

Businesses are adopting a test-and-learn approach to the customer experience. Fresh and emerging experiences that cross physical and digital channels enable brands to collect new data streams and leverage advanced analytics to inform data-driven decision making. This 'information value loop' allows brands to continuously iterate and improve to deliver more unique, personalized, and adaptive experiences for their customers.

Technology makes the change possible… what we do with it is up to us.
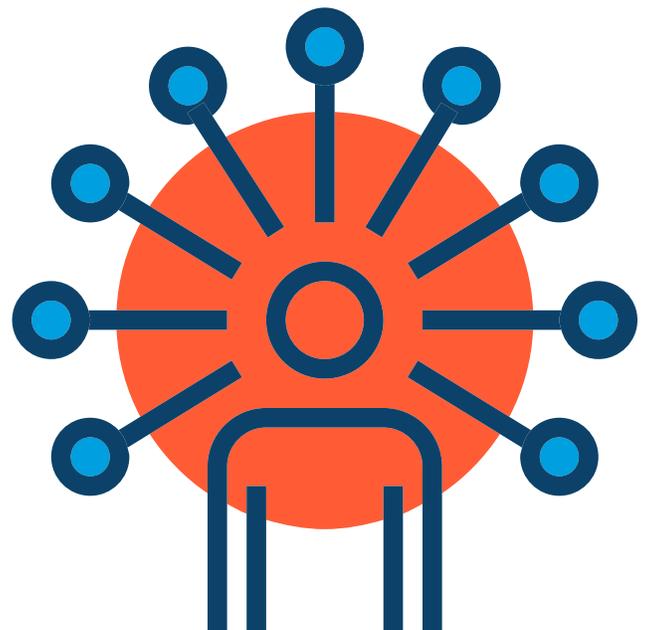
DATA FUELS THE EXPERIENCE
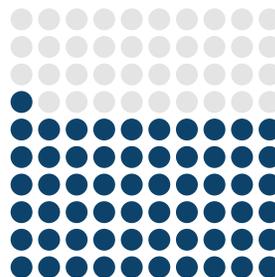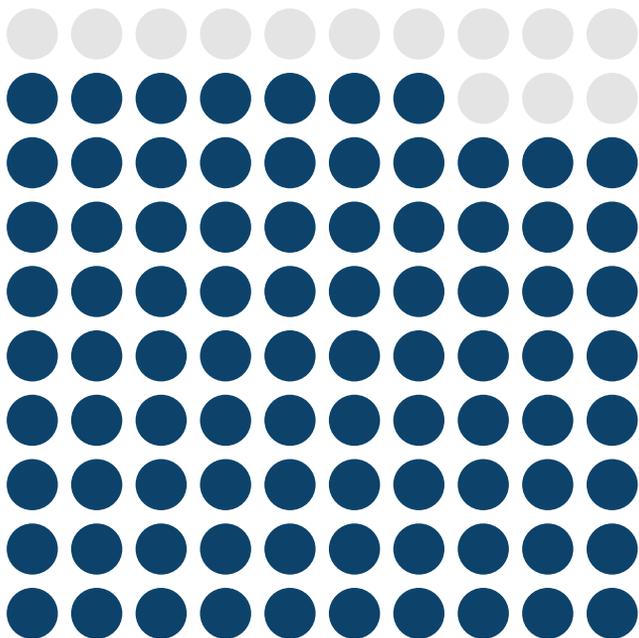
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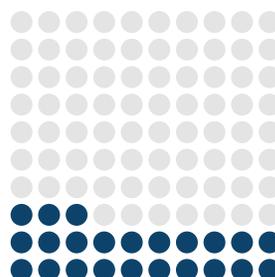of US and UK companies only update their customer data weekly or less
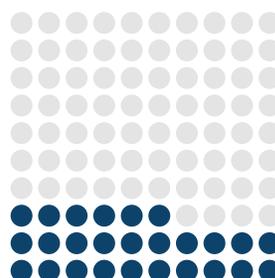
26%
describe using their analytics to drive product and service innovation

87%
of companies agree that using data and predictive analytics to improve customer experience will be a key source of customer advantage over the next five year...

23%
are making use of AI/ML in their analytics capabilities

Learn more about data-driven CX trends

Unique.
Human.
True.

How quality data leads to meaningful customer relationships.

ACXIOM
BRAND LOVE. THIS WAY.

The quality of your data matters.

When it's the right kind, it can help you create better customer experiences by giving you a fully rounded view of the people you're trying to connect with. But here's the rub — even though your data might be clean and accurate today, there's every chance it won't be very soon.

As much as **2-3%** of consumer data degrades each month, meaning **25-35%** of your customer and prospect files likely won't be accurate a year later. Bad data leads to inefficient campaigns, wasted marketing spend, and makes it far harder to build authentic customer relationships. All of which leads to lower revenue and higher expenses.

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
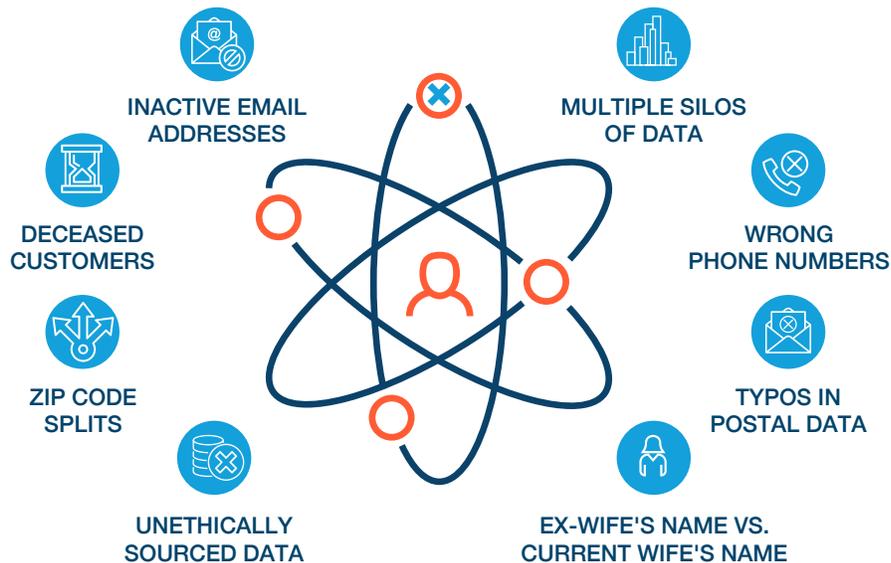
WHY? Because Contact Data Decays…

Every single month

2-3% of data goes bad per month…. equal to a 25-35% rate of decay each year
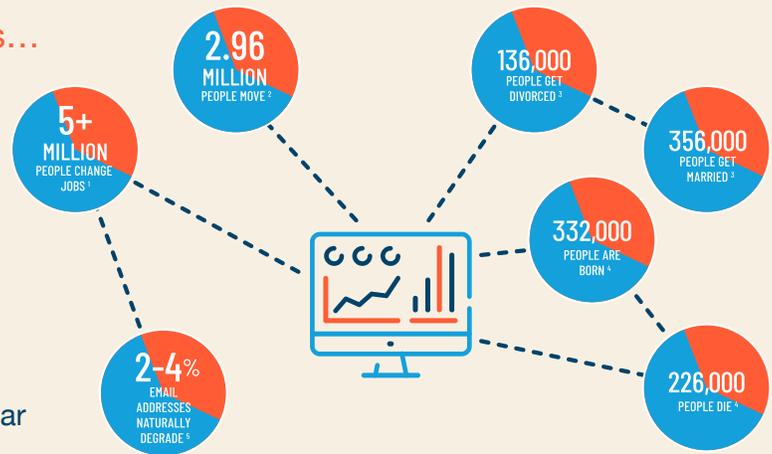
- 5+ MILLION PEOPLE CHANGE JOBS [1]
- 2.96 MILLION PEOPLE MOVE [2]
- 136,000 PEOPLE GET DIVORCED [3]
- 356,000 PEOPLE GET MARRIED [3]
- 332,000 PEOPLE ARE BORN [4]
- 226,000 PEOPLE DIE [4]
- 2-4% EMAIL ADDRESSES NATURALLY DEGRADE [5]

In one year in the US

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

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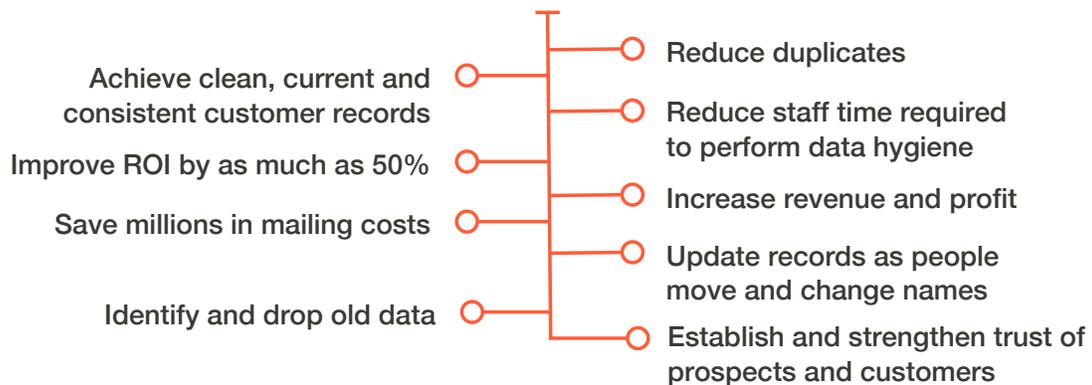(roughly 167,000/month) [7]

.75 Million Divorced
(62,500/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…

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

4 TIPS FOR MAINTAINING DATA QUALITY

We can't say it enough – data quality is the foundation for effective marketing. You can't work to build targetable customer portraits if you don't first know who your customer is. To be good marketers and to increase business value, we must all become vigilant about improving data quality.

Here are four tips for improving data quality. The more proactive you are about data quality and the more you plan for it, the greater the ROI you'll achieve!

1 CLEAN ONCE

You have tons of customer data collecting dust in your marketing database. Don't wait to start cleaning existing data – act today to start benefiting from the results! It is likely you have lots of outdated information. Thankfully, there are many solutions to clean your data. Many companies offer a service that allows data to be sent, processed and returned quickly.

2 CLEAN EARLY

Correcting a record before it gets in your customer database is in your best fiscal interest. When the data becomes "official," it becomes exponentially more expensive to correct or remove.

Businesses should implement a process for cleaning data as it comes in. This includes defining the standards for what complete and normalized records look like so the database grows in a healthy way. The best ways to do that are through a real-time process and preventive measures. Creating form requirements such as mandating an @ symbol in an email address field can help minimize mistakes and false data.

3 CLEAN OFTEN

Because data quality decays so quickly, data must be processed regularly to minimize data quality issues. As with the initial cleaning, data can be sent to a third party for processing or cleansed via an in-house, on-premise data quality tool.

4 CLEAN ETHICALLY

Going beyond legal and regulatory guidelines, data must be managed, integrated and activated based not only on what "can" be done in the market but also on what "should" be done. Data utilization should carry an expectation and obligation of responsible stewardship. Organizations should adhere to all relevant data laws, pass annual third-party audits of their security practices and be required to notify people of a breach within a specified amount of time.

The best customer experiences are built on the best data.

Make sure your business decisions are based only on high-quality data. Our team can help you get started.

TAKING CONTROL OF IDENTITY

IDENTITY 101

UNLOCK THE POWER
OF FIRST-PARTY DATA

ac**X**iom

GETTING IDENTITY RIGHT

So identity is critical to customer intelligence, and it's only growing in importance as the digital landscape shifts around every brand today. But identity is still, somehow, a widely overlooked and undervalued capability.

To build an enterprise-level identity management capability, you need strong data expertise, the right processes, and the best technology in place. This ensures you can connect with people as individuals now and in the future—all with a compliant, privacy-by-design approach.

Maybe you've worked with a referential graph, also known as a third-party or public graph. This kind of graph is made up of data that you and your competitors all have access to, so it can give you a good idea of individual and household identity—but that's often not enough on its own.

To build a complete view of identity that reflects the needs of the individual and your business, you need what's called a first-party graph as your foundation. This represents your brand's unique view of the people you're trying to engage, encompassing personally identifiable information (PII) and digital signals, across the offline and online worlds. We'll dig into more definitions later.
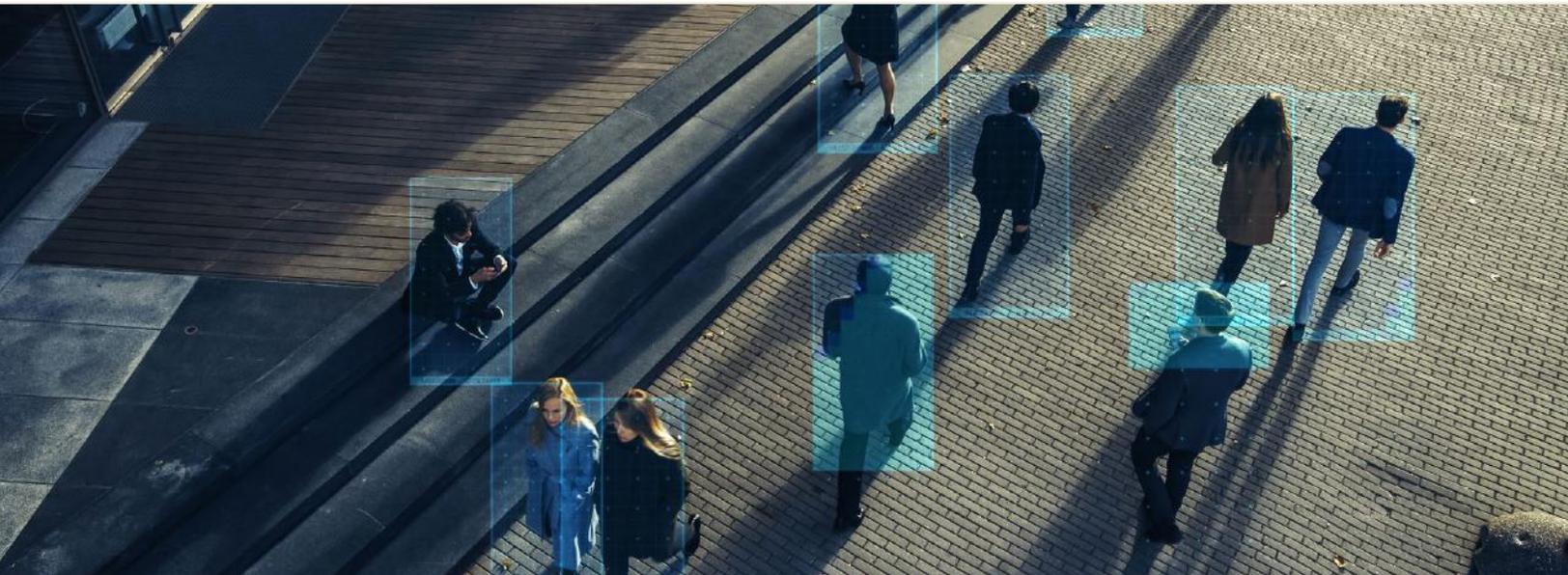
For now, ask yourself a few important questions about your identity capabilities:

• **Are you collecting data at every engagement?**

• **Are you informing platforms and channels of engagement with a single view of identity?**

• **Are you in control of your enterprise identity or are you dependent on third parties?**

• **Are you able to deliver a consistent and individualized customer experience across all touchpoints?**

Read on to learn what the key terms in this space mean, and how to unlock the power of first-party data.

DEFINING OUR TERMS

WHAT IS IDENTITY?

IDENTITY The ability to recognize an entity, be it a person, household, place, or other customer type, along with associated relationships, consistently and accurately based on both physical and digital attributes, regardless of channel, location or device with contextually appropriate levels of precision.

IDENTITY RESOLUTION A data management process or framework that pulls information from disparate datasets to identify customer and prospect relationships creating group identifiers such as individual, household, business, etc.

IDENTITY MANAGEMENT The ability to manage identity over time using all possible identifiers across all possible touchpoints, behaviors and devices over the individual's history with a brand to improve precision and reach, specifically focusing on brand-specific rules for resolving identity and ultimately driving human-like interactions and closed loop attribution at scale. Identity management solutions must be agnostic and flexible enough to adapt to new sources/types of data without having to 'rip and replace' your existing solution to accommodate these changes.

DIFFERENT TYPES OF GRAPHS

IDENTITY GRAPH A repository of all the identifiers and signals associated with a person that is organized to provide a single view across disparate sources. Graphs connect and maintain consumer identity across touchpoints, devices, channels, and dynamic identity relationships such as households.

REFERENTIAL GRAPH Third-party, multi-sourced identity graph that supports point-in-time match services to brands. Brands have no control over the manner in which entity IDs are assigned/managed. Intelligent entity IDs can only be assigned where source data is able to be correlated to the graph.

PRIVATE IDENTITY GRAPH A brand-specific first-party identity graph that utilizes the brand's own data assets to curate brand-specific enterprise entity views over time. It may also utilize third-party identity assets with first-party data for optimal resolution and persistence.

CROSS-DOMAIN GRAPH Third party identity graph that maps to a network of match partners for onboarding (e.g. LiveRamp, Neustar) essentially, a combination of the leading online websites and publishers.

COLLECTING DATA: TERMS TO KNOW

ZERO-PARTY DATA A subset of first-party data, this is data that a customer intentionally and proactively shares with a brand. It can include preference center data, purchase intentions, personal contexts, and how an individual wants to be recognized by the brand

FIRST-PARTY DATA First-party data is information a company collects directly from its customers and owns. It is the best form of data from a privacy and compliance perspective.

SECOND-PARTY DATA Second-party data is essentially someone else's first-party data. Most often, this is in the form of "partner data" provided to build a better understanding of individuals and households that could represent customers or prospects in the brands' and partners' worlds.

THIRD-PARTY DATA Information that is ethically collected from a wide variety of sources by third-party aggregators, and is sold or shared with brands that do not directly interact with the customer or user.

PERSONAL IDENTIFIABLE INFORMATION (PII) The definition of PII can vary based on legal jurisdiction but for the most part, PII is data that could potentially be used to identify a particular individual, including contact information (full name, address, email, phone) and more sensitive identity attributes such as Social Security Number, driver's license number, bank account number, passport number, postal address and email address.

TAGS AND PIXELS The use of a short segment of code, placed in a website's source code in order to recognize user actions and collect data. A first-party tag is specific to a brand and has a privileged position in terms of browser behavior, meaning that it is able to more accurately persist an identity across owned media (first-party domains). This data is used to support higher match rates and downstream use cases involving identity resolution and management. A third-party ad placement tag, owned by publishers, is code generated for placement into an ad server, and is able to capture activity (impressions and clicks) from paid media campaigns and other third-party contexts.

IDENTIFIERS There are many types of IDs that exist to uniquely identify a user. Some commonly known third-party identifiers include cookies which are being deprecated by Google, mobile ad IDs or MAIDs, and Apple's Identifier for Advertisers (IDFA). Many alternative identifiers such as UID 2.0, are being evaluated in the ecosystem in the wake of cookie deprecation. First-party identifiers are unique to a brand and serve to consistently recognize consumers as they interact with the brand and are not subject to privacy regulations because they result from the brand's direct relationship with the consumer.

CREATING INTELLIGENCE: TERMS TO KNOW

KNOWN Offline, terrestrial, or known data that can include PII tied to a specific individual.

PSEUDONYMOUS The processing of personal data in such a manner that the personal data can no longer be attributed to a specific person without the use of additional information.

MATCHING Matching refers to the process of comparing two different sets of data and matching them against each other. This can be deterministic (for exact matches) or probabilistic (for a desired degree of similarity between datasets).

STITCHING As in the type of matching typically done in CDPs, stitching is most often a type of simplistic matching designed to produce faster results. Most often, it is a hard key match based on an account ID, email address, and/or phone. In some cases stitching mimics string matching by using "normalized" PII-based data mapped to an algorithm. At best, stitching is a compromise in match precision for fast response and is not used in true identity resolution/identity graph applications.

CUSTOMER VIEW A customer view is a compilation of information, including demographic, geographic, psychographic, and behavioral data, to create a detailed and holistic understanding of people for marketing and research purposes.

CONNECTING EVERYTHING: TERMS TO KNOW

DATA ONBOARDING The technical process of uploading offline customer data to the online environment to match with digital identifiers.

ACTIVATION API-driven capability to push data to the digital ecosystem.

WALLED GARDENS Closed platform or ecosystem wherein the provider of the platform has total control over the content, applications, and/or media and restricts access as it sees fit with the end goal of creating a monopoly (e.g. Facebook, Google, Amazon).

PERSONALIZATION Collecting data to tie to one individual to drive relevant and consistent communications.

MEASUREMENT Ability to tie data together to determine value/results of activity like the success of a marketing campaign.

STAYING COMPLIANT: TERMS TO KNOW

PRIVACY PREFERENCES Your understanding of if, when, and how people want to be communicated with and how they want their data to be used, and your management of those preferences.

COMPLIANCE Privacy compliance is the line between the legal and the illegal. Such regulations help protect consumers in different countries by ensuring data is handled appropriately.

PRIVACY BY DESIGN Acxiom's core technology and data governance practice to ensure data protection and compliance with global government privacy regulations and consumer preference practices.

DATA GOVERNANCE The process of managing the availability, usability, integrity and security of the data in enterprise systems, based on internal data standards and policies that also control data usage.
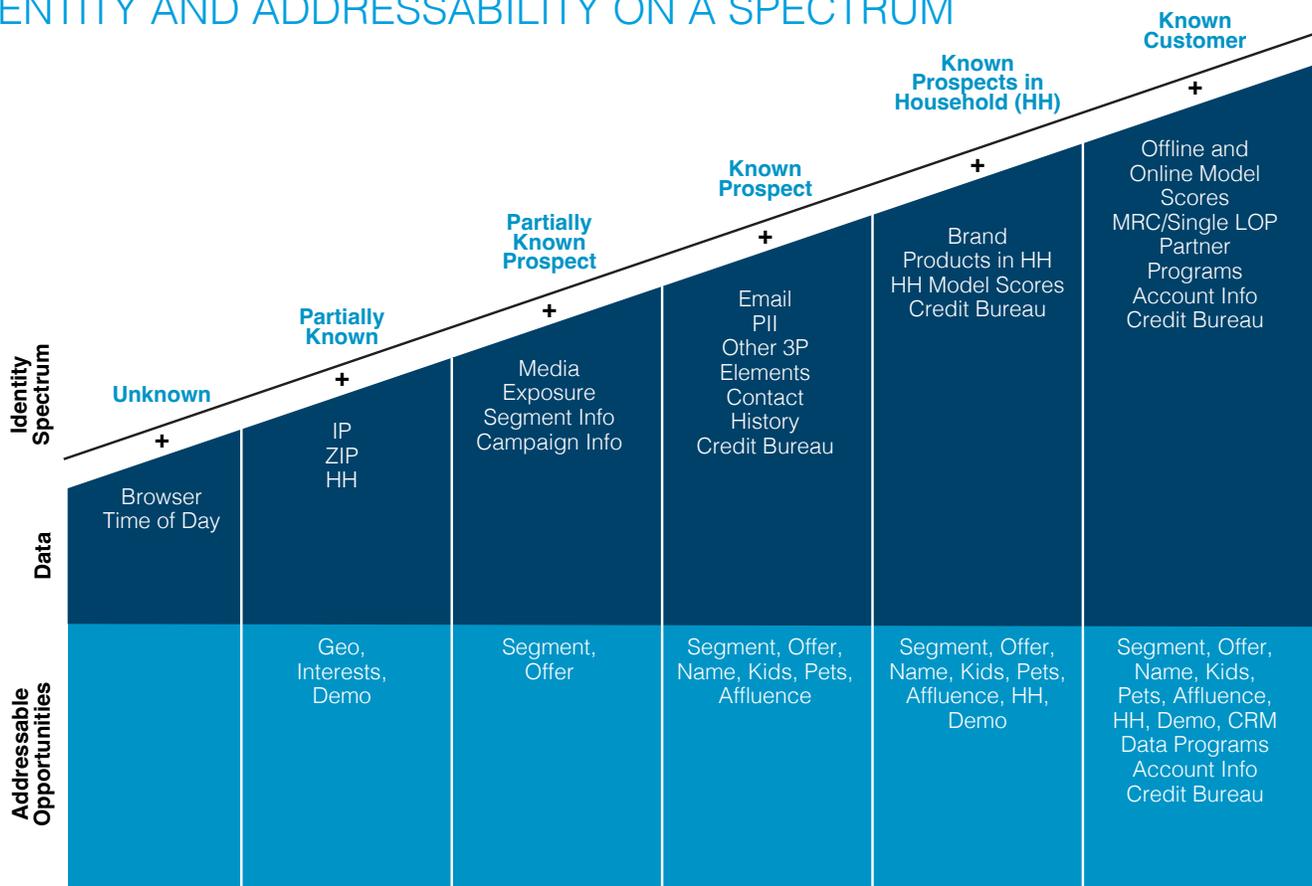
TECHNOLOGY: TERMS TO KNOW

CUSTOMER DATA PLATFORM (CDP) Software that aggregates and organizes prospect and customer data across a variety of touchpoints and is used by other software, systems, and marketing efforts. CDPs collect and structure real-time data into individual, centralized profiles that are primarily used for audience activations and campaign planning. The primary focus of a CDP is marketing, not wider enterprise identity.

DATA MANAGEMENT PLATFORM (DMP) A technology platform that gathers, sorts and stores digital audience data (primarily cookie-based information) to build audience segments for media targeting. Includes anonymous user data so no PII is stored/managed. DMPs are being phased out due to changes in the industry. Both Adobe and Salesforce have announced they're stopping sales of their DMPs.

MASTER DATA MANAGEMENT (MDM) A technology-enabled discipline in which business and IT work together to ensure the uniformity, accuracy, stewardship, semantic consistency and accountability of the enterprise's official shared master data assets. Multi-domain including customer, product, and location. MDMs historically take a 'golden record' approach, and they can require a longer time and higher investment to implement, so they may not be the best bet if you're only looking to manage a single domain.

IDENTITY AND ADDRESSABILITY ON A SPECTRUM

	Unknown	Partially Known	Partially Known Prospect	Known Prospect	Known Prospects in Household (HH)	Known Customer
Data	Browser Time of Day	IP ZIP HH	Media Exposure Segment Info Campaign Info	Email PII Other 3P Elements Contact History Credit Bureau	Brand Products in HH HH Model Scores Credit Bureau	Offline and Online Model Scores MRC/Single LOP Partner Programs Account Info Credit Bureau
Addressable Opportunities		Geo, Interests, Demo	Segment, Offer	Segment, Offer, Name, Kids, Pets, Affluence	Segment, Offer, Name, Kids, Pets, Affluence, HH, Demo	Segment, Offer, Name, Kids, Pets, Affluence, HH, Demo, CRM Data Programs Account Info Credit Bureau

Identity Spectrum

WHAT EVERY C-SUITE EXECUTIVE NEEDS TO KNOW ABOUT IDENTITY

Chad Engelgau
Chief Executive Officer
Acxiom

At its core, identity is the ability to recognize people—customers and prospects—across channels and devices.

Identity may be the marketing word of the year for 2022. Given the focus on the deprecation of third-party cookies, the changes Apple and Google have announced for accessing identifiers on their devices, and the ever-changing privacy law landscape, identity is everywhere.

But what is identity, and how does it impact your business? Is it just a digital marketing problem or an operations problem, or both? Do you need to do something now or wait? Can it help you drive growth or is it just another cost?

These are just some of the questions I regularly hear from executives across a range of industries. It's time to make the definition and the benefits of identity clear. Here's what the c-suite needs to know.

WHAT IDENTITY IS, AND WHY IT MATTERS

At its core, identity is the ability to recognize people—customers and prospects—across channels and devices. Recognizing people requires identifiers (IDs), which connect the data that makes up a person's identity and ties in information like contact information, preferences, and purchase history.

With hundreds of touchpoints, there is no single ID to rule them all, which means identity resolution is needed. Is the Janelle who visited your store in Phoenix the same Janelle who emailed you for support, bought online, shipped to NYC, and received 10 ads from you across her social media feed, streaming TV, and mobile device in the last month?

To connect all the 'versions' of Janelle, you need to be able to resolve the various IDs into an identity graph. This is what highly advanced companies do to understand their customers. As a brand, you too, need an identity solution, built for your brand and your needs. Without it, you cannot have the comprehensive view of Janelle that provides the insights needed to serve, satisfy, and delight her.

To ensure you gain and maintain a competitive edge in all customer engagement activities, your brand must create identity solutions at scale, across multiple use cases and platforms. Understanding people across paid, earned, and owned media is paramount to your business success.

THE IMPACT OF IDENTITY

Identity is a revenue driver and a cost saver—it's about marketing and operations.

Driving revenue often comes down to a combination of increasing conversion and upsell with more personalized offers while also respecting customers, suppressing messages to existing audiences, and accurately applying frequency caps to avoid over-messaging.

According to **McKinsey**, 71% of people say brands should deliver personalized interactions, and brands that listen, benefit. Personalization can drive 10% to 15% revenue lift.

Identity is also about cost savings. It's critical to business operations, particularly when it comes to data privacy

compliance. It gives you the ability to honor preferences and opt-outs, and to build automated processes for responding to privacy inquiries. Compliance is not just about avoiding large fines, it's also about doing the right thing for people.

THE CHALLENGE WITH IDENTITY

At its core, identity is fueled by data about people, which is constantly shifting. Managing identity solutions therefore requires reconciling ever-changing identity information.

For example, 27.1 million Americans changed their address in 2021. Approximately 1% of the population is getting married or divorced each year. The Great Resignation has 55% of Americans in the workforce saying they're likely to look for new jobs in the next year, which means potential changes in categories like housing, healthcare, and transportation. People are on the move, and so is the data.

New data is constantly created and must be reconciled. According to the Global Databerg Report, an estimated 52% of data organizations currently store has unknown value to them, meaning they don't know why they are storing it or how to use it. At the same time, 33% of stored data is redundant, obsolete, or trivial. There is a real cost to this, including legal risk.

Identity is as much about data management as it is about understanding.

HOW TO MAKE IDENTITY WORK FOR YOUR BRAND

How do you get a handle on identity and where do you start? There are four key areas to evaluate and invest in.

1. START WITH A FOUNDATION OF QUALITY DATA

As the saying goes, garbage in, garbage out. Use data quality/hygiene services to clean, standardize, and enhance your customer contact data, e.g., names, emails, phone numbers, and postal addresses. This is the beginning of a high-quality data foundation.

2. MASTER IDENTITY ACROSS ALL CHANNELS

Your identity solution must be able to accurately cross-reference representations regardless of channel, allowing the opportunity to maintain identity and relationships across touchpoints, devices, and channels.

3. MAINTAIN FOCUS ON DELIVERING EXCEPTIONAL EXPERIENCES

Identity requires oversight and optimization to maintain evolving customer portraits over time. It can enable true engagement and balance the competing factors of precision versus reach. Layering artificial intelligence and machine learning into the identity process creates insights and efficiencies so you can focus on your next marketing challenge.

4. PRIORITIZE COMPLIANCE

Your ability to meet compliance requirements and honor consumer requests is fundamental to building trust with people. Prioritize capabilities to meet, and ideally exceed, the requirements established by GDPR, CCPA, and other emerging consumer privacy regulations. Giving people control over their personal data builds better relationships.

THE GREAT OPPORTUNITY OF IDENTITY

Solving identity challenges for your brand is one of the single greatest opportunities you have to create better customer relationships and growth. It is foundational to people-based marketing, great customer experiences, and data privacy compliance.

But identity is not easy. It takes understanding, commitment, and investment across your organization, especially your marketing, compliance, and IT departments. If you seek an identity solution from an external partner, look for ones that have expertise in the four key areas discussed above.

By delivering experiences that matter, across all channels, you can delight your customers and prospects while staying in line with regulations and, importantly, ahead of your competition.

ACXIOM
REALIDENTITY™

PROVEN DATA & IDENTITY EXPERTISE

100+ private identity graph clients – some of the largest in the world

150+ options for configuring a first-party identity graph

Thousands of attributes available globally for added insights and segmentation

CAPACITY

20 billion customer records under management

2 Trillion+ records cleansed and corrected annually

SPEED & PERFORMANCE

5X more people recognized in onboarding and CDP comparison testing

Delivers decisions in **less than 10ms**

Collects **150 records** per SECOND per client via rTag.

PRIVACY FIRST

Acxiom conducts **800+** DPIAs and **50+** client privacy/security audits annually

Learn More About Identity

DATA DRIVEN ACQUISTION STRATEGIES

CUSTOMER INTELLIGENCE:

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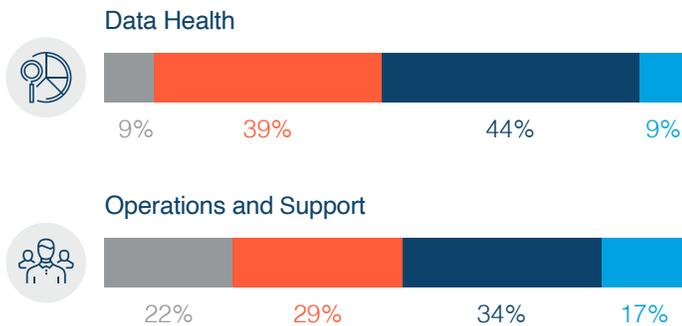
But there's a gap between what brands know and what they do.

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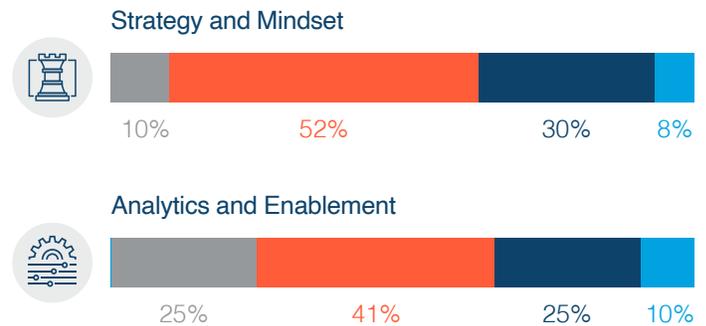
Exploring	10%
Developing	48%
Maturing	38%
Differentiating	4%
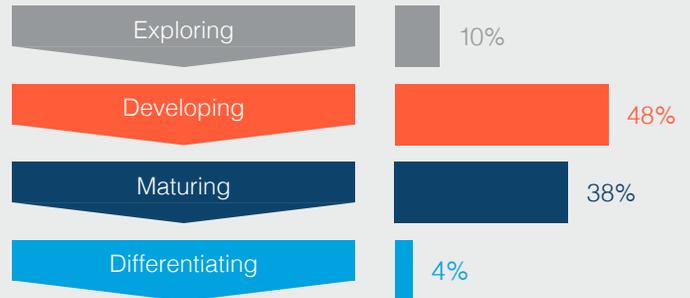
Looking at the four pillars that support any effective CI strategy the picture is more nuanced:

● 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 prosper.

Learn More About Customer Acquisition

BLOG POST

HOW TO IDENTIFY HIGH-VALUE TRAVEL PROSPECTS

Belinda Stilwell
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Travel, Hospitality and Entertainment
Acxiom

Not all travelers are created equal. Some travel once a year, some multiple times a year for leisure and of course there's the ever-loved frequent business travelers. Add the emergence of "bleisure" travelers to the mix and you see there's a rich portfolio of potential travel customers. As a marketer you want to win the maximum share of wallet from all of them. This requires your marketing to address all of them. Unfortunately, marketing budgets are not growing to keep pace with this increasing level of complexity, so you need to make sure you are spending your money and time efficiently.

So how can you use your marketing dollars to identify and acquire high-value prospects?

It starts with understanding your customer base. That may seem like a paradox since you are looking for **prospects**. But by looking at the traits and habits of your best customers you can gain insights that can be combined into a customer portrait. This enables you to start to see commonalities that can be used to build look-alike models that help you identify more people most likely to be just like those customers.

Once you have identified people who look like your ideal traveler, you can also begin enhancing those profiles with digital intent signals so you are reaching not only your ideal customer but an ideal customer that is in the market to travel.

Using first-party data to find your best prospects is not the only option out there. There are hundreds of third-party data elements that can help identify high-value prospects across the ecosystem. For example, you can find people spending with your competitors and/or complementary travel providers (e.g. large hotel spenders to identify high-potential airline spenders). You can use third-party data to identify customers who are not members of your loyalty program to promote loyalty program membership.

When you leverage customer-level data to power your media outreach to get a seamless alignment across channels, you begin to build better digital and media audiences, helping you better focus marketing messages and engagement strategies. Travel brands that go beyond basic name and address information captured during booking or check-in will have an advantage. Data collected from every point of interaction, combined with artificial intelligence and machine learning, provides individual and behavioral insights to help you know what the traveler wants, prefers, or needs.

RECOGNIZING ANONYMOUS WEBSITE VISITORS HELPS TRAVEL BRANDS CONNECT WITH RELEVANCE

Belinda Stilwell
VP Client Management
Travel, Hospitality and Entertainment
Acxiom

The next few months will bring lots of travel for the Stilwell family. A wedding in Chicago, business trips, a new grandbaby in Missouri, and an "empty nester" long weekend on the beaches of Florida are on the horizon. All these trips mean lots of research about where to stay, how to get there, and what to do once we are there. I don't always log in to a travel website when I am planning my vacation, so unless a travel brand has a way to recognize my anonymous visit, it could assume I am my college-age daughter or my octogenarian father-in-law. The offers served to me could easily miss the mark. Even though I haven't authenticated, I'd still like relevant offers.

As virtual, often anonymous interactions become the norm, travel brands need innovative ways to connect with people, particularly people who may become their best customers. Imagine being able to tailor your travel 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 travel marketers and look at how to make it happen.

A very high percentage of your travel 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? Travel brands win or lose in large part due to customer engagement and must up their game to retain loyal travelers and win new ones. In the post-COVID environment, we are seeing many new travel segments such as "bleisure" travelers who tack on a few days of leisure to the end of a business trip, or digital nomads who can now work remotely from anywhere. How can you capture the attention of these new travel segments and turn them into loyal customers?

1. TAILORED CONTENT DELIVERY

By better understanding your anonymous site visitors, travel 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 travel 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.

I am excited about my upcoming travels and cannot wait to see how the travel brands I engage with continue to surprise and delight me.

By harnessing data and technology responsibly, these brands can bridge the gap between virtual interactions and real-world connections, ultimately redefining the way travel brands engage with customers and create loyal and lifelong relationships.

Sign Up to Learn More about Connecting Digital Insights

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
❯ 5,000+ Attributes
❯ 50+ Years of Data Expertise

GLOBALLY

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

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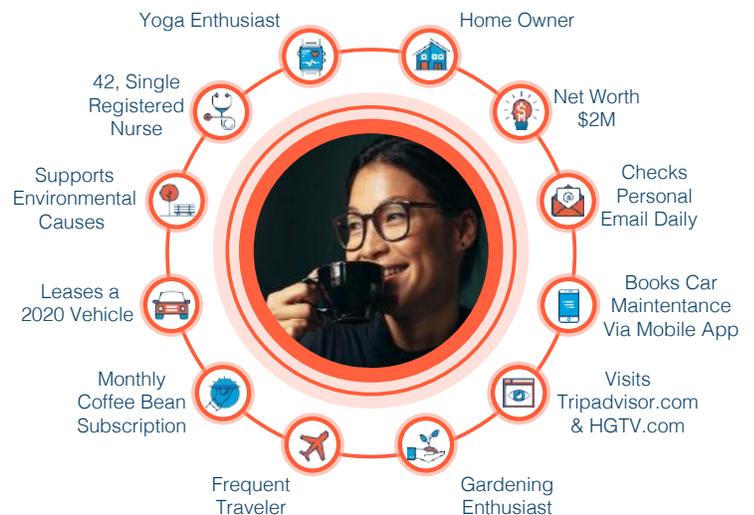
AMPLIFY YOUR MARKETING WITH ACXIOM DATA AND INSIGHTS

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

CAN'T MISS TRAVEL AUDIENCES

IN-MARKET TO TRAVEL: Whether those planning trips are looking at leisure or business, domestic or international, road trip or cruise – and whether they are in-market to travel now or looking at future travel plans – Acxiom can help you understand and reach all of them.

DIGITAL NOMADS: Reach and engage this growing segment of remote workers. Different from people who work from home, this group is location-independent and uses technology to perform their job, living a nomadic lifestyle. They often work in coffee shops, co-working spaces, or public libraries, relying on devices with wireless internet capabilities like smartphones and mobile hotspots to work wherever they want.

MILLENNIAL TRAVELERS: This group seeks authentic and experiential travel. These digital nomads may be the most well-traveled generation ever, and Acxiom can deliver this audience based on a variety of factors from airline and cruise line preference, frequent flyers, to travel app users.

THE BLEISURE TRAVELER: Part corporate travel, part vacation, people are increasingly adding some down time before or after a business trip. Acxiom can help brands reach this sought-after segment with combinations of demographic and behavioral insights that enable relevant engagement across digital and offline channels.

THE LUXURY TRAVELER: Some in this group are all about authenticity, exclusivity, and enrichment while others are more traditional and have a loyalty to iconic luxury brands and five-star service. Acxiom can help you with the data and insights needed to reach the right audience for your brand in this diverse and affluent segment.

THE ECO-FRIENDLY TRAVELER: Green travel is not a passing trend but a portable lifestyle choice. This eco-friendly group is thinking about sustainable travel and creating a positive effect on the communities they visit. Adventure Seekers, Nature Lovers, Conservationists and Relaxation Seekers are all part of the group, and by understanding this audience you will be able to create campaigns that speak directly to their interests and motivations.

THE CONCERT GOER: Live events are back and in a big way. Big-name artists, over-the-top shows and best-in-class venues bring out these passionate fans in droves. Acxiom can help you engage this fun group as they plan their trip from tickets to flights, hotels, and dinner. Using demographics as well as propensity and behavior data, we can help you engage at the right time, right channel, and right offer based on your desired segment.

HAVE PETS WILL TRAVEL: This pet-loving audience loves to travel, and they like to bring the fur babies along for the ride. Segment and reach this audience by advertising pet-friendly accommodations that meet their furry friends' needs from dog parks and hiking trails to pet day spas and pet-friendly lodging.
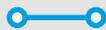
WHY ACXIOM

EXPERIENCE
More than 50 years of data, identity and data management experience.
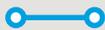
TRUST
Leaders in data governance and ethical data sourcing.

SERVICE
Exceptional service delivery and 95% client renewal.

BREADTH OF DATA
Most comprehensive data across the U.S. and 30 other markets.

Learn more About Acxiom Audiences

THE CUSTOMER INTELLIGENCE JOURNAL **2023**

PARTNER SPOTLIGHTS

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

OUR SALESFORCE TEAM AT ACXIOM:

70+

Specialists hand-selected for their Salesforce experience

AVG. OF 6 YEARS

Experience in the platform

125+

Certifications

ONSHORE & OFFSHORE

Capabilities

Backed by the best
SECURITY and **PRIVACY**
in the industry.

BANK CHOOSES ACXIOM TO IMPLEMENT SALESFORCE MARKETING CLOUD VISION

CHALLENGE

In 2019, 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.

BEYOND THE TECHNOLOGY:

Acxiom is working in collaboration with the bank to help make organizational transformations required to set up an effective operating team model.

LEARN MORE

ACXIOM

Case Study

Financial Services

SPOTLIGHT ON ACXIOM & ADOBE

AMPLIFY YOUR ADOBE INVESTMENT TO DRIVE INCREASED CUSTOMER LOYALTY AND HIGHER ROI

Acxiom and Adobe's long-standing relationship is exemplified by the fact that Acxiom is one of only a handful of Platinum Solution Partners for Adobe Experience Cloud. This partnership, focused on data-driven customer journeys and insights, enables our clients to utilize Acxiom's expertise to: (1) optimize the value of Adobe technology; (2) accelerate the proliferation of use cases; (3) drive enhanced adoption; and (4) reduce time to value across the enterprise.

We manage end-to-end services for our clients in the Adobe Experience Cloud, from deep discovery and strategy development to implementation and activation, a practice based on years of successful integrations and a deep knowledge of data, integration, identity, analytics, and data privacy.

By leveraging Acxiom's services expertise integrated with the Adobe platform, we help your brand consistently produce better customer experiences, delivered with:

ARCHITECT

- Determine your CDP strategy and selection
- Understand CDP best practices
- Develop business and data use-cases
- Establish Data and privacy readiness
- Identify needed martech integrations
- Create solution road-maps

IMPLEMENT

- Discover and implement user journeys and journey mapping
- Architect audience data
- Plan for analytics and advanced analytics

Amplify Your Acquisition, Growth, and Retention with Adobe Technology + Acxiom Services.

Acxiom is one of the few elite-level Adobe Platinum Solution Partners.

Acxiom partners with Adobe to deliver personalized content-based customer experiences.

PLATINUM
Solution Partner

OPTIMIZE AND INTEGRATE

- Develop and integrate Adobe Applications (Real-Time CDP, Customer Journey Analytics, Analytics, Target, and Campaign)

- Configure campaign data and taxonomy

- Integrate cross-channel identity management to deliver up to five times the incremental recognition of authenticated website visitors

- Extend Adobe's capabilities with Acxiom's data to enhance insights with demographics and buying behaviors.

MANAGE

- Performance optimization

- White-glove campaign management

- Use case development

- Troubleshooting

- Data forensics

- Analytics insights reporting

- Audience building and curation

ACXIOM PUTS THE 'CX' IN CUSTOMER EXPERIENCE!

Our specialists deliver business value at every step in your customers' journey, including next best action recommendations with the right message at the right time through the right channel, improving overall customer experience and engagement with your brand, and driving increased loyalty.

Contact us today to make your Adobe technology shine even brighter!

FOR MORE INFORMATION

visit acxiom.com or contact us at **info@acxiom.com**.

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.

acxiom.com   •   info@acxiom.com

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