

From Data

to AI Success

5 pillars to data readiness for brands embracing AI.

For brands today, data readiness means recognizing the implications of AI on data use, and as a result, embracing responsible practices. Our consulting partner Acxiom, a leader in identity, customer data management, and the ethical use of data, shares a few of the ways brands can prepare their data to be utilized with artificial intelligence.



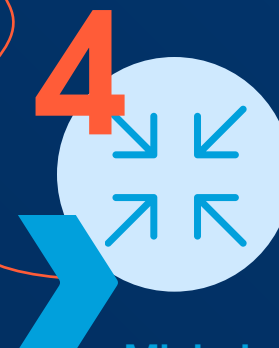
Quality This one doesn't need much explanation. As the volume and variety of data points explode, the importance of data quality and good data management grows, too. This is "garbage in, garbage out" squared. So high-quality fuel is non-negotiable.



Fairness The fight against bias is an ongoing one – whether it's human bias or the kind that can find its way into marketing algorithms. Brands must be vigilant against any use of data that could lead to unfair, harmful, or discriminatory outcomes – not just at the point of interaction, but way down the line of any customer journey.



Transparency The bigger and more complex AI models get, the more opaque decision-making can become. Brands must prioritize transparency to clarify intellectual property and meet the individual's expectations. Is the data rightfully yours to use? Can you explain the offer you made or how ads are chosen if customers ask?



Minimization It might sound counterintuitive to talk about data minimization given the staggering volumes of data AI can process. But brands can't just pump information into a data lake and worry about it later. The risks of regulatory noncompliance and data breaches are serious – not to mention the environmental impact of growing data storage volumes.



Value AI isn't a substitute for good data or for good marketing. It's just math. The tech will get smarter, but the fundamentals won't change: brands need to create a value exchange that's worth it for the individual at the other end of the customer experience. AI will open new possibilities, but brands will still need good data practices so they can understand their customers and the customers they'd love to have.

AI thrives on high-quality, ethical data. Without it, it's just "garbage in, garbage out." As the AI revolution continues, a renewed emphasis on data quality is essential. Are you ready to join the movement?

Acxiom has been a leader in identity, customer data management, and the ethical use of data for more than 50 years, and helps brands improve millions of customer experiences every day.

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