



ADOBE REAL-TIME
CDP + ACXIOM

ACXIOM

EMPOWERING PROSPECTING TOGETHER

with Identity Resolution, Audience Enrichment, Personalization, and Expanded Activation

There's a lot of power in combining two marketing data management titans. Earlier this year, Forrester designated Adobe's Experience Cloud, which incorporates the Adobe Real-Time Customer Data Platform (CDP), as a leader in digital intelligence platforms. It attained the highest scores possible in 20 evaluation criteria.¹ Adobe's Real-Time CDP is comprehensive, highly rated, and well-suited for businesses of all sizes.

Acxiom and their CDP experts have been aiding clients in enhancing their data management return on investment by assisting with planning, implementation, prospecting, identity spines, and audience enrichment for decades.

To ensure CDP success, brands must select platform and service partners that trust each other and have a demonstrable technical relationship, shared recipes—if you will—that prove in this scenario, $1 + 1 = 3$. Adobe and Acxiom have a long-standing productive alliance focused on enabling data-driven customer journeys and insights. In fact, based on certifications and other criteria, Acxiom is one of the few to reach the status of Platinum Solution Partner for Adobe Experience Cloud. Together, Adobe and Acxiom enable you to accelerate a proliferation of use cases—driving enhanced adoption and reducing time to value for your brand.

Let's take a quick look at how those solutions work in various use cases.

USE-CASE #1: CUSTOMER ACQUISITION PROSPECTING & OPTIMIZATION

Expanding Digital
Acquisition

USE-CASE #2: CUSTOMER ACQUISITION —UNKNOWN VISITOR EXPERIENCES

Increasing Engagement and
Improving Personalization
for Unknown Visitors

USE-CASE #3: PERSONALIZED INSIGHTS & ENGAGEMENT (PIE)— KNOWN CUSTOMERS

Gaining insight into
First-Party Audiences to
Drive Better Personalization

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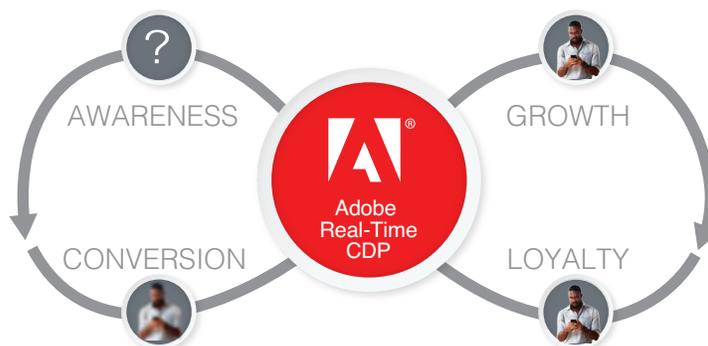
PRE-VISIT

- Prospecting with partner records in Real-Time CDP
- Advertise to partner prospect segments

ACXIOM

PRE-AUTHENTICATION

- Discover your anonymous users in real time to personalize
- Personalization to partner-recognized users



ACXIOM DATA SUPPLEMENTS FIRST-PARTY DATA
AND ADDS VALUE ACROSS THE CUSTOMER JOURNEY

ACXIOM

POST-AUTHENTICATION

- Enrich known first-party profiles with partner data
- Drive growth with retention, loyalty, merchandising, service for next-gen customer experience management

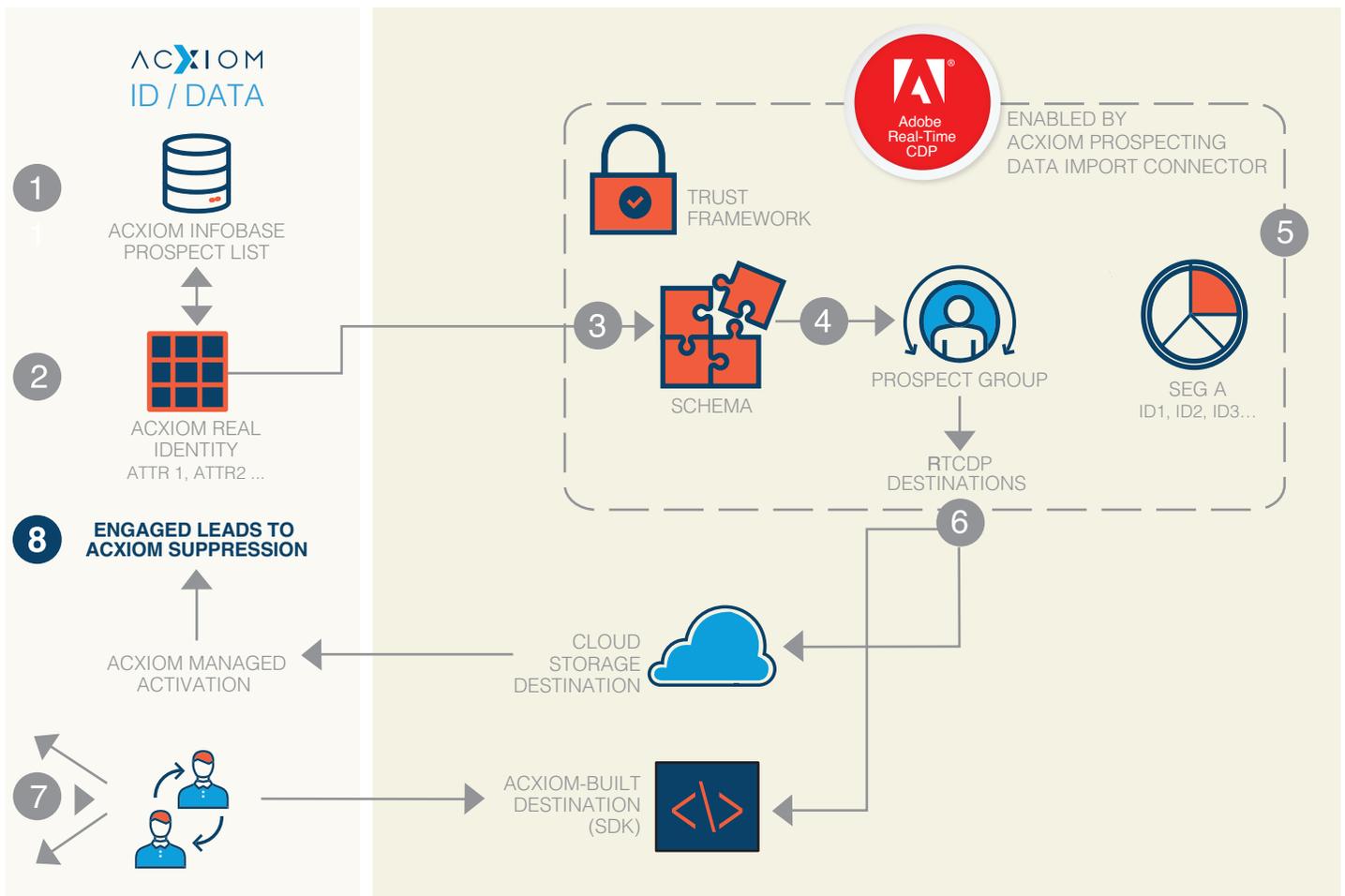
¹The Forrester Wave: Digital Intelligence Platforms Q4, 2022, The Nine Providers That Matter and How They Stack Up, December 12, 2022, Chiara De Gasperin with Olivia Berdak, and Beaton, and Demi Starks.

USE-CASE #1: CUSTOMER ACQUISITION PROSPECTING & OPTIMIZATION

ENABLE CUSTOMER ACQUISITION USE CASES FOR ADOBE REAL-TIME CDP IN DIGITAL AND OFFLINE CHANNELS — INCREASING CUSTOMER REACH AND REDUCING ACQUISITION COSTS

Brands using Adobe Real-time CDP and looking to attract new customers can now ingest their Acxiom-licensed prospects into a prospect group to activate the segments on approved destinations.

- 1 Once you agree to license prospects from Acxiom,
- 2 Acxiom will build a prospect list based on your unique needs. Then
- 3 within your instance of Adobe Real-Time CDP, you'll build a data model to ingest the prospect list,
- 4 load the prospect list into a prospect group,
- 5 segment the focused audiences from the prospect group to personalize the engagement, and
- 6 activate the segments to destinations accepting the Acxiom ID. In step
- 7 Acxiom activates the audiences you've exported to them to destinations in the ecosystem.
- 8 Engaged leads sent to Acxiom suppression list.

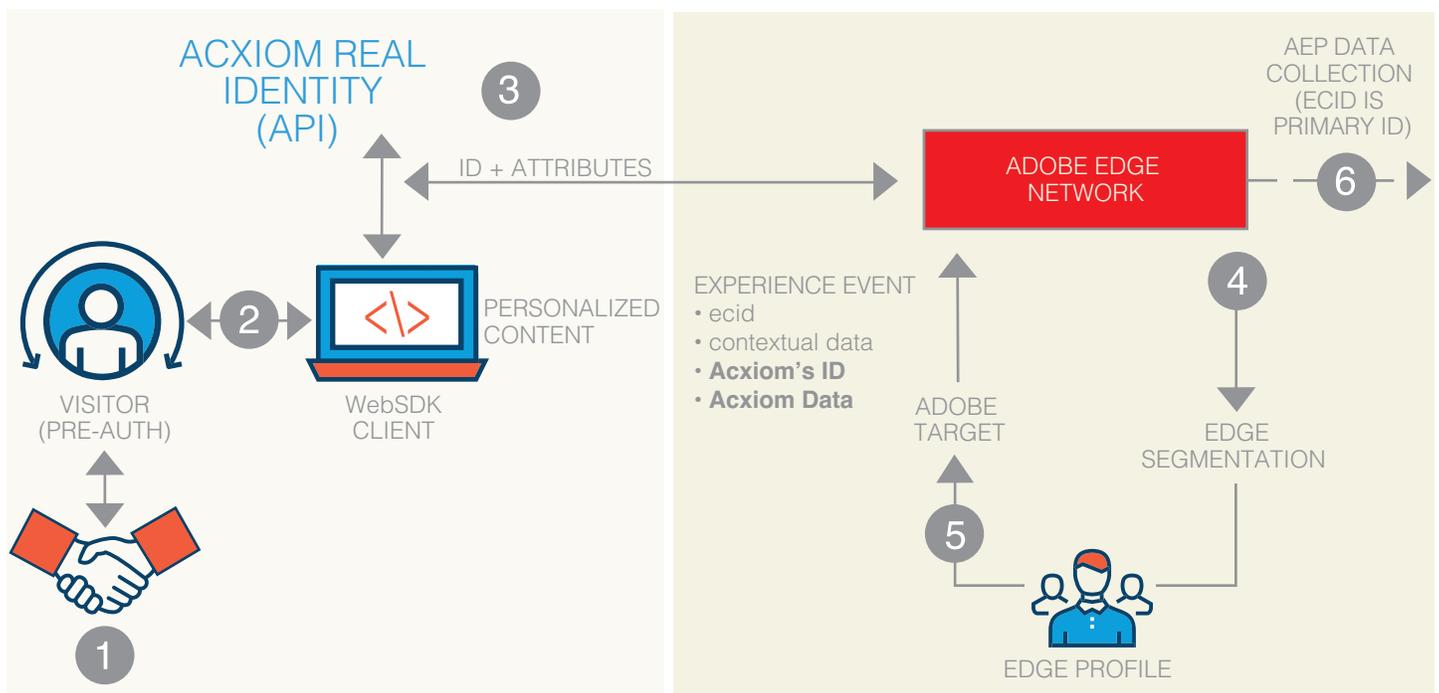


USE-CASE #2: CUSTOMER ACQUISITION—UNKNOWN VISITOR EXPERIENCES

DRIVE RELEVANT EXPERIENCES FOR ANONYMOUS SITE VISITORS USING ACXIOM DATA — IMPROVING ENGAGEMENT AND ACQUISITION EVEN WHEN 75% ARE ANONYMOUS

Brands that have low first-time visitor authentication rates can now increase engagement and improve personalization by enabling Acxiom's real-time identity capabilities with Adobe CDP. This not only improves your ability to recognize more unknown users, but also increases your understanding of those users by returning additional data attributes to improve personalization in real time. You can also use this data within Adobe Target to pass the data as an Adobe Target parameter for downstream personalization for downstream workflows.

- 1 Once you agree to license real-time recognition capabilities from Acxiom,
- 2 you'll install the Acxiom tag extension and add it to either your existing or new Adobe tag. And
- 3 your visitors will be probabilistically recognized, and Acxiom will return additional attributes and an ID.
- 4 Your instance of Adobe Real-Time CDP runs edge segmentation to evaluate incoming hits and persist results against the ECIDs.
- 5 Adobe Target uses the output to render personalized experience back to the visitor, and
- 6 the event is persisted in its entirety for downstream workflows.



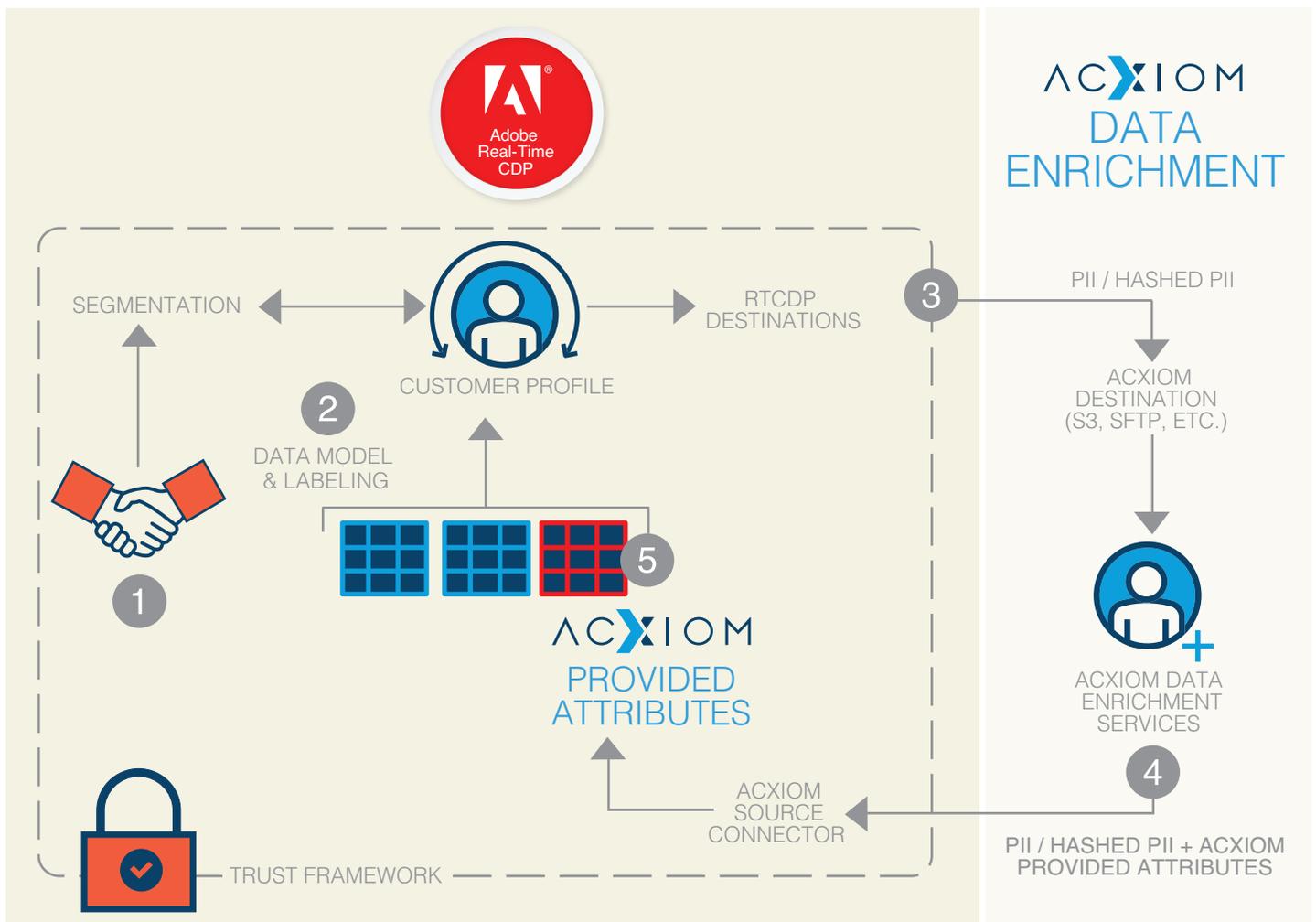
Custom edge-based personalization destinations are also supported. Requires the Experience Platform Web SDK.

USE-CASE #3: UTILIZE ACXIOM DATA TO HYDRATE KNOWN RECORDS WITH BEHAVIORS TIED TO PERSON/DEVICE ID

MAXIMIZING YOUR UNDERSTANDING OF INDIVIDUAL DEMOGRAPHICS, BEHAVIORS AND PREFERENCES

Brands who want to responsibly enrich their first-party data with valuable insights and attributes can license Acxiom InfoBase demographic and intent data for use in Adobe Real-Time CDP. Acxiom's leading-edge privacy-compliant data attributes are appended to your first-party data for segmentation, personalization, or analytics, thus increasing your understanding of your customers' demographics, behaviors and preferences.

- 1 Once you agree to license attributes from Acxiom,
- 2 you'll extend your records data and governance model to accommodate Acxiom provided attributes and
- 3 export the audiences you want enriched, keyed off-of PII/hashed-PII, to Acxiom.
- 4 Acxiom will append licensed attributes for the matchable records then
- 5 your Adobe Real-Time CDP will append the enriched attributes into the records.



DETAILS

USE-CASE #1: CUSTOMER ACQUISITION PROSPECTING & OPTIMIZATION

Acxiom Customer Acquisition: Prospecting

Acxiom Product:

1. Acxiom Addressable Universe File
2. Real Identity
3. InfoBase Enhancement

Acxiom Services:

1. **Consulting:** Develop journey for prospect acquisition
2. **Implementation:** Configure prospect lists to RT-CDP prospect profiles
3. **Campaign Mgmt.:** Tag on media and manage prospect campaigns
4. **Intelligence:** Analytics report dashboards
5. **Managed Services:** Run and operate ongoing management
6. **How to use the file:** Provide governance and training

Supported Adobe Solutions

- RT-CDP
- Destinations
- Adobe Analytics
- Customer Journey Analytics

Use Cases

- **Digital media acquisition:** Prospect file provides known universe of people and households keyed to durable identifiers. Enables high-performing customer acquisition capability in digital channels including CTV, walled gardens, and open addressable web (UID 2.0, etc.)
- **Offline acquisition:** Prospect file used for offline channels including direct mail for proven customer acquisition in traditional channels
- **Email acquisition:** Prospect file can be onboarded / activated to email acquisition partners to enable prospect email capability / channel

Acxiom Prospect-Suppression and Optimization

Acxiom Product:

1. Acxiom Prospect Suppression Data Source

Acxiom Services:

1. **Implementation:** Configure prospect suppression
2. **Intelligence:** Configure suppression reporting
3. **Managed Services:** Run and operate ongoing management

Supported Adobe Solutions

- RT-CDP
- Adobe Analytics
- Customer Journey Analytics

Use Cases

- **Digital media suppression / exclusion:** Prospect file to be used for audience exclusion / suppression to exclude existing customers from acquisition campaigns. Applicable across digital channels and onsite
- **Audience deep modeling / optimization:** Use Acxiom data to model high performing audiences for optimization and targeting

USE-CASE #2: CUSTOMER ACQUISITION—UNKNOWN VISITOR EXPERIENCES

Onsite Personalization for Unknown Visitors

Acxiom Product:

1. Visitor Insights (rTAG)
2. Real Identity

Acxiom Services:

1. **Consulting:** Journey, content and analytics mapping
2. **Implementation:** Visitor Insights install and configuration
3. **Campaign Mgmt.:** Content tagging and taxonomy implementation
4. **Testing:** Target testing setup and report
5. **Intelligence:** Analytics report dashboards
6. **Managed Services:** Run and operate ongoing management

Supported Adobe Solutions

- RT-CDP
- AEM
- Adobe Target
- Adobe Analytics
- Customer Journey Analytics

Use Cases / Value to Customer

- **On-site personalization:** Acxiom Real Identity provides first-visit site personalization for anonymous prospects; Geo and demographic attributes improve site conversion rates
- **In-app personalization:** Acxiom Real Identity provides in-app personalization for anonymous prospects; Geo and demographic attributes improve app authentication and conversion rates
- **Visitor Insights:** Acxiom Real Identity provides attributes for insights, analytics, and modeling of unknown / anonymous traffic

USE-CASE #3: UTILIZE ACXIOM DATA TO HYDRATE KNOWN RECORDS WITH BEHAVIORS TIED TO PERSON/DEVICE ID

Offering

Acxiom Product:

1. InfoBase Enhancement
2. Real Identity
3. Match Multiplier

Acxiom Services:

1. **Consulting:** Journey, content and analytics mapping
2. **Implementation:** Visitor Insights install and configuration
3. **Campaign Mgmt.:** Content tagging and taxonomy implementation
4. **Testing:** Target testing setup and report
5. **Intelligence:** Analytics report dashboards
6. **Managed Services:** Run and operate ongoing management

Supported Adobe Solutions

- RT-CDP
- AEM
- Adobe Target
- Adobe Analytics
- Customer Journey Analytics

Use Cases / Value to Customer

- **Onsite personalization for known customers:** Enhance customer view of known customers for a more complete audience profile for targeting. Improve offer conversion, customer retention, customer upsell
- **Data-driven content for known customers:** Feed rules engines / CMS with additional data for content creation; Create higher performing content / creatives based on a robust data set. Feed AI / Machine learning models with additional data

AT THE END OF THE DAY ...

Our Adobe and Acxiom specialists deliver business value at every step in your journey, including next best action recommendations with the right message at the right time through the right channel to improve overall prospect and customer experience and engagement with your brand to drive conversion and increase loyalty.

Reach out to your Acxiom representative or send an email to CDP.Partnerships@acxiom.com.

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