Is your data a CDP anchor or sail?
Introducing the Acxiom CDP Data Readiness Assessment

When customers interact with their favorite brands, they expect to be recognized and treated as "the hero of the story." Their needs are front and center, and they expect the messaging, offers, and creative to reflect that.

The good news is you likely have an abundance of data and tech you can use to meet this challenge. The not-so-good-news is that you may have more data and tech than you can capitalize on, making it hard to generate marketing value from your investments and deliver incredible customer journeys ... both of which are critical in today's economic environment.

Customer Data Platforms (CDPs) are helping. Leading platform providers such as ActionIQ, Adobe, Sitecore, Salesforce, and Treasure Data are paving the way by enabling more relevant and personalized messages and offers. But there's still one big challenge: you need to be confident your data and marketing systems, those feeding and integrating with your CDP, are optimized for your customer journeys, and aligned to your business goals.

This is what we call CDP Data Readiness — and Acxiom has a proven process for helping you achieve it.

"**Inaccurate or unreliable data not only compromises audience targeting precision but also undermines the effectiveness of personalization efforts and casts doubt on the validity of analytical insights ... To address these challenges, organizations must prioritize data readiness, establishing a foundation capable of delivering reliable insights, personalized experiences and optimized decisioning.**"

— Winterberry Group,
Demystifying the Data Layer,
February 2024

The Acxiom CDP Data Readiness Assessment

1. Initiation

- Kick-off meeting
- Project plan
- Interviews

2. Journey capture and prioritization

- Workshop (prioritizing journeys)
- Gather requirements for journeys
- Edge case ideation
- Establish KPIs for journeys

3. Data and systems assessment

- Establish data requirements to support each journey
- Determine data availability
- Map the journey across martech systems
- Identify system integrations required to support

4. Roadmap Development

- Build a logical order of execution showing the phases and steps required to enable journeys
- Determine teams and people required to complete various steps of the plan
- Establish anticipated timelines for each phase of the plan

How would the assessment work for you?

You want the data in your CDP to propel your business forward and enable incredible customer experiences. So, we start with prioritizing your customer journeys.

We start with your customer journeys for three reasons

1 They're concrete and represent how you're executing on your brand's promise

2 They're tangible: when deployed correctly, you can measure their effectiveness

3 They're use-case universal, usually including several channels and tactics
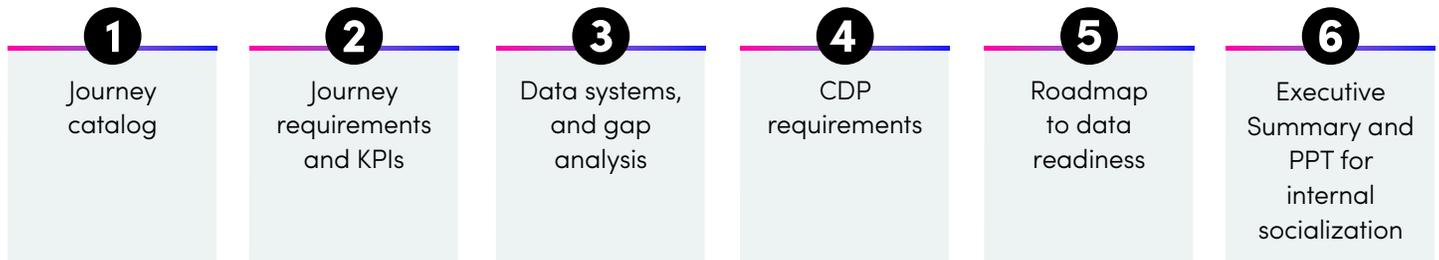
The next step in the process is examining your data and data management practices. Acxiom has been connecting, realizing, and maximizing the power and potential of data and technology for decades. We understand the importance of accurate, robust customer data but other data points as well. What about content engagement — whether on your website or the script for your call center? How is your messaging performing?

And the last steps, the last questions to answer: How does your CDP fit in with the broader set of martech and adtech investments you've made? Do you have the right level of skills and resources to optimize your CDP investment.

Acxiom charts your CDP success

At the end of your assessment, we deliver a set of documents that forms the foundational playbook for your CDP success — a compass to help you navigate your CDP-based customer journeys. The value in these documents is two-fold:

- First, they provide a roadmap for success and help you prioritize where to spend the next dollar and the next hour to deliver value.
- Secondly, they provide a way to build alignment and support within your organization, a vision for your stakeholders — from developers, marketing managers, and architects to the C-suite – of what success looks like!

1	**2**	**3**	**4**	**5**	**6**
Journey catalog	Journey requirements and KPIs	Data systems, and gap analysis	CDP requirements	Roadmap to data readiness	Executive Summary and PPT for internal socialization

Maximize the power and potential

This Data Readiness Assessment can help amplify the power of your CDP, providing you and your marketing stakeholders:

- Reduced time to value through clear direction and prioritization of journeys and use cases
- Optimized data strategy: using only the data that is most beneficial in meeting your goals
- Greater confidence in your ability to execute your CDP roadmap.

You decide. There are so many ways your data can feed into a CDP; it can be daunting. Do you have specific data issues haunting your team? What's the cost of doing nothing — of continuing with the status quo?

Let's get your Acxiom CDP Data Readiness Assessment and more relevant customer journeys started today.

"The worst-case scenario is when an enterprise quite reasonably licenses a more business-oriented CDP and expects to receive a nice pipeline of clean, unified customer data — only to find out that said data actually remains quite discombobulated across multiple different environments."

— Tony Byrne,
MarTech.org, October 2023

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us at **info@acxiom.com.**

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