

ACXIOM

# Unlocking CX with the power of composable CDP



# How quickly can you pivot your campaigns?

## Introducing agile, scalable, personalized acquisition with ActionIQ's composable CDP + Acxiom Services, Data and Identity

This sound familiar? You know you need to deliver new customers and grow share of wallet. But increasing the effectiveness of your campaigns and delivering more positive customer experiences may take months. Many brands are handcuffed in these scenarios by a systemic divide between marketing's need for self-service data and IT or marketing ops' need to control costs, manage backlogs of projects, and ensure proper data governance.

This is exactly where ActionIQ's Composable Customer Data Platform (CDP) architecture shines. With its "low code, no copy" approach, it can simplify data pipeline management while still maintaining data compliance and avoiding technology redundancy — reducing costs and improving speed to market.

But research shows that, in addition to investing in leading martech technology, nearly half of your marketing spend will be on platform service providers and their data and identity expertise. Before choosing a partner to make your ActionIQ CDP vision a reality, read on to hear why Acxiom should be your first choice!



**“Composable CDPs are built on a modular architecture, which allows businesses to select and combine the best-of-breed components to create a solution that meets their specific needs. This makes composable CDPs more flexible, scalable, and cost-effective than traditional CDPs.”**

**— Raj Bandhu**  
TechBag



# Choose the right service partner to lift the value of your CDP investment

Our ActionIQ-certified associates bring not only ActionIQ CDP expertise but also deliver privacy-compliant data hygiene, standardization, enhancement, identity, and analytics solutions to some of the most well-known brands in the world.

We provide ActionIQ CDP services in **three main areas**:

## 1. Technical design and data readiness

Our ActionIQ solution experts work closely with your team, using our proven mobilization checklist for discovery. We take a methodical approach to prioritizing use cases, assessing the data and systems you'll need to deliver user journeys that create value, developing data structure, and more.



## 2. Implementation

Our technical and project management resources will engage to initialize the ActionIQ CDP, integrate it with your martech ecosystem specifically for your use cases, establish the paths for data integrations and data management, support any existing third-party integrations, implement the segmentation, configure the activation endpoints, and implement your analytics.



## 3. Marketing operations

We can manage the day-to-day administration of your ActionIQ CDP and the workflow execution. Our team is scalable to drive both small and large enterprise campaign management and customer journey orchestration to help you deliver a higher return on your technology investment — and do it faster.



**“Find a technology agnostic partner with a data-first approach and deep data expertise ... and one that combines platform-specific experience and agility.”**

— How to Pick a Martech Services Partner

MTM Research

## ... and the experts' tools to enhance your CDP output.

For 55 years, Acxiom has been the world's best at unifying and optimizing customer data, making it more valuable, more productive, safer, and fully privacy-compliant. These are the tools our CDP experts have at their disposal:

### 1 Need data efficacy integrated into your ActionIQ CDP?

We can apply hygiene and standardization to your data and any added data to:

- Prepare the data for activation use cases.
- Correct, on average, more than 40% of the addresses.
- Boost your ROI up to 50% by scrubbing the data.
- Decrease duplicate records by up to 15%.

### 2 Need to improve personalization and/or segmentation for a better customer experience?

By leaning on thousands of descriptive and predictive insights, and trusted tools such as InfoBase® Personix® and AI-driven Audience Propensities® we enhance and segment your data to:

- Expand your customer knowledge with demographics, buyer propensities and enhancement data.
- Create custom look-alike audiences.
- Integrate multiple data sources into your ActionIQ CDP workflows.
- Distribute to partners securely via native or custom connectivity.

### 3 Need to understand people across all touchpoints and provide a consistent message?

With Acxiom Real Identity, you can drive unified, consistent messaging across all touchpoints, nurturing brand loyalty and enhancing customer recognition. You will benefit from:

- Brand-owned data graphs, without dependency on media solutions or walled gardens.
- Combined digital and offline identity, recognizing up to five times more people and integrating household views.



- 4 Need to maximize marketing effectiveness with closed-loop insights?** Move beyond guesswork. Acxiom's analytics expertise empowers data science strategies — enabling informed decisions, predictive insights, and segmentation within your ActionIQ CDP. That delivers:
- Marketing and data science strategy, backed by understanding of brand, and informed by the latest attribution methods.
  - Increased customer value through the development of relevant next-best-actions and next-best-offers.
- 5 Need to be data privacy- and security-compliant everywhere, every time?** We've been navigating the complexities of privacy, compliance, and governance for decades. In an era of heightened data privacy concerns, partnering with Acxiom ensures your customer interactions remain ethical and compliant. Acxiom:
- Named the industry's first Chief Privacy Officer in 1991.
  - Has established privacy policies for each region of the world where we have offices.
  - Offers extensive permission and consent management capabilities.

**Data efficacy integrated into your ActionIQ CDP**

**Improve personalization and/or segmentation for a better customer experience**

**Understand people across all touchpoints and provide a consistent message**

**Maximize marketing effectiveness with closed-loop insights**

**Be data privacy- and security-compliant everywhere, every time**

**“We are absolutely thrilled to embark on this transformative partnership with Acxiom. Our partnership, leveraging ActionIQ's Composable CDP and Acxiom's Customer Intelligence Cloud, allows our customers to create 1:1 customer experiences in a privacy-first manner. This collaboration offers the benefits of orchestrating intelligent customer journeys, enhancing personalization, future-proofing advertising, and providing granular control over datasets and audiences to drive impactful CX.”**

**— Michael Trapani, Head of Product Marketing,**  
ActionIQ

# Help enhance your bottom line

In the rapidly evolving landscape of customer experience, seizing the full potential of ActionIQ's Composable CDP demands more than just technology — it requires the right partner.

Acxiom's standing as a Strategic ActionIQ Partner signifies a level of expertise and experience that is rare in the industry. As you strive to deliver tailored and impactful customer experiences, the path forward becomes clear:

1

## Choose excellence

By aligning with Acxiom, you are choosing a partner with a proven track record in elevating brands through data-driven strategies. Your ActionIQ CDP journey gains a powerful ally that understands your goals and possesses the tools to realize them.

2

## Elevate personalization

Leverage Acxiom's arsenal of insights and tools to enhance personalization and segmentation. Drive better customer experiences by tapping into data-driven audience insights and creating tailored interactions that resonate deeply.

3

## Maximize ROI

Unlock the true value of your CDP investment. Acxiom's tools and expertise enhances your data's quality, boosting ROI by cleaning and scrubbing data to unprecedented levels of accuracy. Your marketing initiatives will be powered by precision, translating into tangible business gains.

The time to act is now. As you strive to transform your customer experiences with ActionIQ Composable CDP, Acxiom can be your guiding light. Choose a partner that not only understands your aspirations but also possesses the tools and expertise to turn them into reality.

**Contact Acxiom today to connect, realize, and maximize the power and potential of data and technology.**

## For more information

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