

# What if you could give your Treasure Data CDP superpowers?

Treasure Data helps hundreds of Fortune 500 and Global 2000 brands generate new opportunities through optimizing the use of data. And now, Acxiom's CDP experts can help you plan, implement, enhance, and operate your Treasure Data CDP, generating even more value from the platform.

The Treasure Data CDP-ranked "Leader" in Gartner's inaugural CDP Magic Quadrant — also provides enterprise marketers with seamless and continuous access to Acxiom's global data capabilities — including data hygiene, identity resolution and data enrichment.

**That's a dynamic duo.**

## Superpower #1: CDP expertise saves the day

When all departments in your company have the data and insights they need, they can work together to

create connected customer experiences and improve business value — that's the promise of the Treasure Data CDP.

But brands with complex technical stacks — including martech, adtech, and other operational systems — often struggle to fully capitalize on even the best CDP technology. They need experts to help them gather use cases, design architecture and workflows, implement the platform, and ensure they are tracking the right data metrics.

Acxiom, with more than 50 years of proven data management expertise, solves your most difficult challenges — so you can realize the greatest value from data and technology. Our certified Treasure Data CDP experts amplify your CDP's business value CDP by facilitating the design, implementation, operations, and integrations ... all to help you maximize your martech ROI.



### 1. Evaluate

- ✓ CDP selection
- ✓ CDP best practices
- ✓ Business and data strategy
- ✓ Data readiness

### 2. Experience

- ✓ Discover user journeys
- ✓ Architect audience data
- ✓ Plan for analytics and advanced analytics
- ✓ Draft project and change management

### 3. Enable

- ✓ Develop & integrate CDP tech
- ✓ Configure campaign data & taxonomy
- ✓ Integrate cross-channel identity management (rTag, rGraph 360)
- ✓ Extend CDP with Acxiom's data solution (InfoBase)

### 4. Embed

- ✓ Manage CDP services
- ✓ Operationalize and optimize CDP performance
- ✓ Analytics insights reporting
- ✓ Audience building and curation
- ✓ Troubleshoot
- ✓ Data forensic

## Superpower #2:

### Start with a complete customer view

A solid data foundation will help deliver the business results you want. But not every brand has the expertise to optimize the complexities of the wide variety of consumer data. That's where Acxiom comes in. We're here to make sure your data foundation is cloud-enabled, connected to the marketing ecosystem, and ultimately helps you acquire, grow, and retain the customer relationships that matter most.

## Superpower #3:

### Recognize 5x more people across channels

Identity has always been the cornerstone of customer intelligence, enabling brands to gain a complete view of their customers so they can understand them as real people across channels and devices, and better engage with relevance. But many factors — including the deprecation of third-party cookies, increased privacy regulation, and the growing complexity of the martech landscape — have made identity resolution and a single customer view pressing priorities for marketers now more than ever.

Acxiom's identity solution forms a permanent backbone for a brand's enterprise business. We bring together a wide variety of first-party data and disparate data points, across all potential touchpoints, and manage the continually evolving identity information to provide an up-to-date 360-degree view of the customer. Only Acxiom Real Identity provides identity solutions at scale to ensure brands have and keep a competitive edge in all people-based activities.

Corrects

**40%**

of missing or incorrect addresses

Boosts up to

**50%**

ROI by scrubbing data

Includes

**1000s**

of descriptive and predictive insights



**100+**

Private Identity Graphs



**13 Geographies**

Using Real Identity



**15.5B Records**

Managed per quarter



**500+ Clients**

Using Real Identity



Learn more about  
our Treasure Data  
Partnership