

DID YOU KNOW?

5 Ways Acxiom Can Help

SPRING 2024

Hi, welcome to the spring edition of our Did You Know newsletter (a quick two-minute read), where we'll share five ways Acxiom can help you continue to better understand and connect with people — even amidst technology disruptors and cookie deprecation (yes, it's still happening). You'll find insightful research, podcasts, and solution news. From all of us at Acxiom, thank you for your business. We're here to help you win and grow.

It's marketing made better.

Onward,



P. Tate Olinghouse, Chief Revenue Officer



DID YOU KNOW ...

[YOUR MARTECH CAN HELP YOU REACH NEW CUSTOMERS?](#)

Technology alone won't solve massive industry disruptors, like advancements in AI, identity deprecation, and changing data privacy regulations — not to mention the convergence of adtech and martech. But a strong strategy combined with data and tech will! It's all about creatively connecting with people on their terms. Take small steps today to yield big results.

1 [LEARN MORE](#)



[YOU CAN ELEVATE CUSTOMER ENGAGEMENT?](#)

Looking to quickly modernize its marketing technology stack, Mutual of Omaha turned to Acxiom for a customer intelligence solution enabling personalized interactions and data-driven decisions. We responded with a solution tailored to meet Mutual's specific requirements amid a tight turnaround without interrupting the customer's experience.

2 [LEARN MORE](#)



[THERE'S A NEW PODCAST IN TOWN?](#)

Our Real Talk about Identity podcast has become Real Talk about Real Marketing, because we understand the challenges facing marketers today and we want to dig deep — together. Hosts Kyle Hollaway and Dustin Raney will discuss top challenges and emerging trends with some of the biggest movers and shakers in the industry, along with Acxiom experts. Check out the first episode under this new banner discussing the value of a brand, and be sure to find and follow us on your favorite podcast platform.

3 [LISTEN NOW](#)



4

NEW WINTERBERRY RESEARCH HELPS UP YOUR MARKETING GAME?

In a world transformed by AI, your data foundation is everything. In “Demystifying the Data Layer,” you’ll find actionable guidance and practical strategies specifically tailored to marketing professionals and your unique data management challenges. Whether you’re focused on optimizing marketing performance or enabling data-driven decision-making, this white paper is essential reading for anyone looking to use the power of data to achieve marketing success.

[DOWNLOAD THE REPORT](#)



5

YOUR DATA CAN BE A CDP ANCHOR OR SAIL?

Customer data platforms (CDPs) are helping brands recognize and treat customers as the heroes of the story. Leading CDP providers 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 the data feeding and integrating with your CDP is optimized for customer journeys and aligned to your business goals. This is called CDP data readiness — and we’ve got a proven process for helping you achieve success.

[LEARN MORE](#)



BONUS ARTICLE

PERSONALIZATION DIDN'T DIE WITH THE COOKIE?

Cookie deprecation is well on the way to its complete demise — wait for it ... by mid 2025. While you don’t need cookies to continue to deliver personalized customer experiences, you do need to act now to make sure your marketing will be ready. Explore our new guide to learn how to engage audiences with meaningful interactions without a cookie in sight.

[READ THE POV](#)

WE LOOK FORWARD TO SEEING YOU AT THESE EVENTS!

JUNE 3–6 | [Data Cloud Summit — Formerly Snowflake Summit](#)

JUNE 10–13 | [Databricks + AI Summit](#)

JUNE 11–13 | [CommerceNext](#)

JUNE 17–20 | [Forrester Customer Experience](#)

Catch Acxiom’s session at 12:10 p.m. CDT June 18 with Dustin Raney and Jason Alan Snyder of Momentum.

JUNE 17–21 | [Cannes Lions Festival](#)

JULY 31 | [Acxiom Roadshow: Customer Acquisition Strategies, Palo Alto, CA](#)

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[acxiom.com](https://www.acxiom.com) • info@acxiom.com

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