



ACXIOM
FUTURE FOCUSED
ADVANCING CUSTOMER ACQUISITION

1:30 - 2:00 p.m. **Check In & Networking**

2:00 - 2:30 p.m. **WELCOME**
Who Is Acxiom

Discover how Acxiom can help you amplify your acquisition efforts in a changing landscape.

Tate Olinghouse
Chief Revenue Officer,
Acxiom

2:30 - 3:10 p.m. **Harnessing Data to Fuel Growth**

How do you discover the right combination of data to fuel acquisition success? In this session, we will explore how to best determine what data matters, is actionable and drives the best outcomes in the midst of evolving privacy legislation and AI adoption.

MODERATOR:

Courtney Keating
Acxiom CMO

Kumar Subramanyam
Global Head of Marketing
Data Sciences, HP Inc.

Brigitte Brady Harris
Former VP of Marketing,
Beyond Inc.

3:10 - 3:50 p.m. **Is Your Martech Helping You Acquire New Customers?**

You've invested in the latest technologies, but are you getting the acquisition and growth you expected? Learn how the right data, identity, and strategy combined with your technology can make all the difference to help you acquire the customers you'd love to have.

Dustin Raney
Identity Evangelist & Senior
Director, Industry Strategy,
Acxiom

Christina Melton
Senior Director of
Experience, Acxiom

3:50 - 4:20 p.m. **Accelerate Your Acquisition with Adobe + Acxiom**

Learn how Adobe's Experience Platform and the right data foundation can effectively power your customer intelligence and activation layers to scale your acquisition, drive loyalty, and build customer trust – all with one integrated approach.

MODERATOR:

Melissa Metheny
VP Strategic Partnerships, Acxiom

Rakhi Patel
Director of Real-Time CDP
Product Marketing, Adobe

Shreya Shinde
Manager, AEP Product
Owner, Prudential

4:20 - 4:30 p.m. **Wrap Up**

Tate Olinghouse
Chief Revenue Officer,
Acxiom

4:30 - 6:30 p.m. **Networking + Immersive Experience**

Experience the thrill of an owl perching on your outstretched arm, capture the moment with candid photos, and delve into the vital role these birds play in the local ecosystem. This event offers a unique opportunity to satisfy your adventurous spirit, connect with creatures steeped in myth and legend, and deepen your appreciation for the delicate balance of nature. We will have cocktails and hors d'oeuvres to go along with this experience.