ACXIOM

Advancing Customer Acquisition

Key takeaways from Acxiom's
Advancing Acquisition Roadshow
Palo Alto, July 2024

The number one topic Acxiom customers want to talk about is acquisition

If there’s one thing that I believe Axiom can hang our hat on, it’s working with our clients and leveraging our expertise to acquire new customers for their business.

Tate Olinghouse
Chief Revenue Officer
Acxiom

A generational shift in HP's acquisition strategy

With an aging customer base, HP shifted its entire acquisition strategy towards Gen Z and millennials. Customer volumes in those cohorts increased 10%, and the **average age of HP customers dropped for the first time ever**.

Technology is just an enabler

The data assets that you house and acquire, the creativity and innovation of your brand that you create on top of those assets, and the strategy and investment of those assets drive acquisition.

Technology does not.

There is no technology that can be the answer to a better customer experience in the absence of effective strategy and planning.

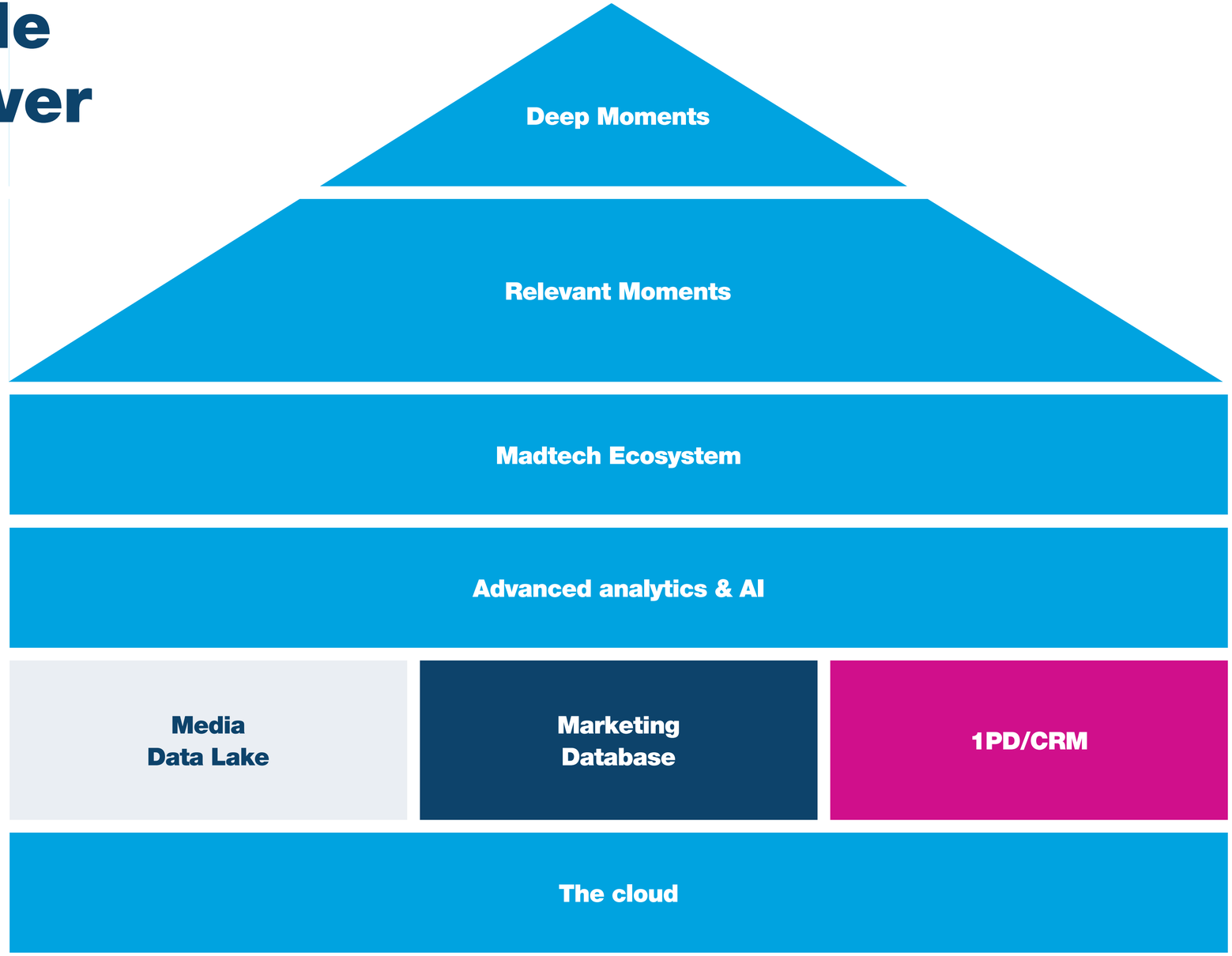
Brad Cleveland
Founding partner and former CEO
of the International Customer

The most effective way to acquire new customers is to really know your existing customers

With AI I finally believe we are at the beginning of being able to really unlock the power of the data that we have.

Brigitte Brady Harris
Marketing Leader (Former VP of Marketing, Beyond Inc)

Martech is a vehicle and data is the driver



1st party data is more important than ever

Better privacy

More relevant

More accurate

Future resilient

Success story

Using first-party data to power audiences, a **leading automotive manufacturer** achieved 16x ROI in the UK and 12x ROI in DE.

16x **ROI in the UK**

12x **ROI in DE**

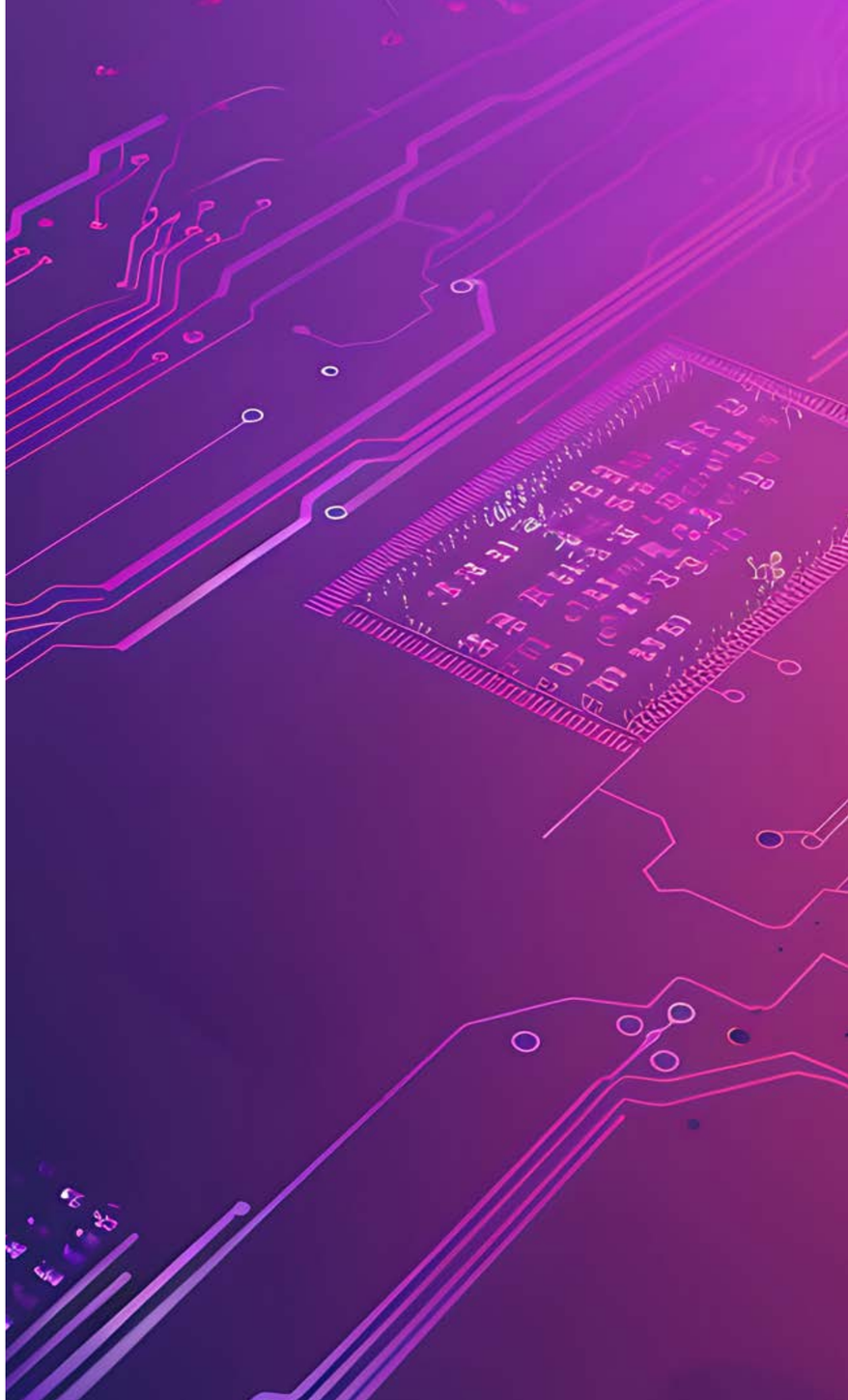
We want to bring everything in because we cannot activate a campaign with just one set of data. We want to have those different touch points and really need to understand our customer.

Shreya Shinde
Manager AEP Product Owner,
Prudential Financial

Prudential gears up for acquisition with Adobe

Prudential Finance has connected data from 4 out of 5 business units in the Adobe Real-time CDP.

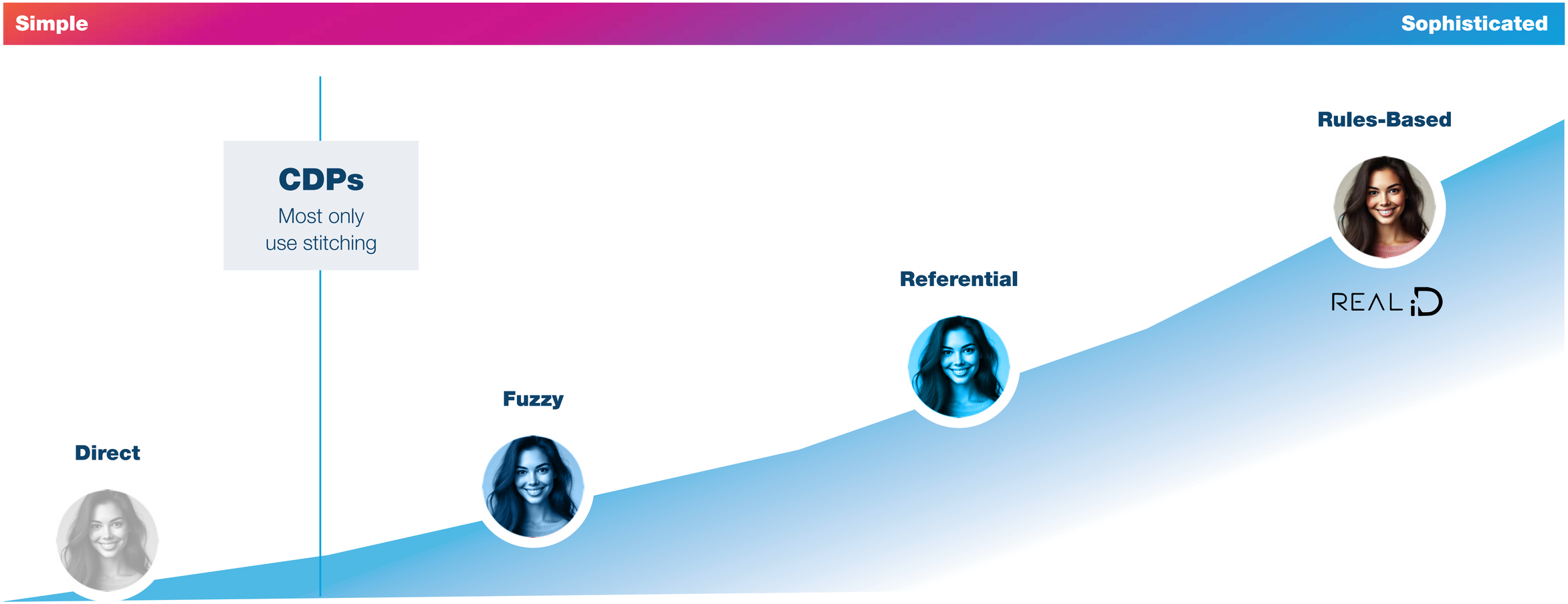
With its customer base in place, it is now identifying prospects and **activating acquisition campaigns**.



With second-party partnerships, you actually have the best of both worlds. You have the best of scale, best of trust now being brought to the table through that common second-party ecosystem.

Kumar Subramanyam
Global Head of Marketing
Data Sciences, HP Inc

Identity resolution brings data together



Success story

Online retailer Overstock.com used Acxiom Real ID to connect its data with the Bed Bath & Beyond customer database to expand its reach.

We typically see a 98% match rate from first-party data to our national graph.

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

Brands can find prospects that look like their best customers

90% of the U.S. adult population shows up on the digital graph every **48 hours**

Success story

A credit card advertiser achieved a **3% lift in credit card applications** when it developed a prospect audience in partnership with Facebook.

3% **Lift in credit card applications for acquisition creative**

Consumer Intelligence = connected experiences = more valuable acquisition programs

Want to find out more about how Acxiom can help you advance your customer acquisition strategy?

Look out for an Acxiom On the Road event near you soon. Or contact us today, we'd love to help your brand grow.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