# citi | ACXIOM

# INNOVATION
# 2024 GUIDEBOOK

## About Acxiom

Acxiom® is the global leader in customer intelligence and stands at the forefront of AI-enabled, data-driven marketing. As part of the Interpublic Group of Companies, Inc. (IPG), we specialize in high-performance solutions that boost customer acquisition and retention while fueling growth for the world's biggest brands and agencies. We transform omnichannel marketing strategies and execution using our AI-powered data and identity foundation, cloud-based data management, and martech and analytics services. For over 55 years, our teams across the US, UK, Germany, China, Poland, and Mexico have helped businesses optimize their marketing and advertising investments while prioritizing customer privacy. Discover more at **acxiom.com**, where marketing is made better.

# ACXIOM

## Our Partnership

## Our Insights

## Our Spotlights

## Our Research

# Foreword

**Greg Morton**

Industry Partner, Financial Services
Acxiom

I am excited about how our relationship has advanced in the last several years in helping Citi to unlock new acquisition and ECM marketing use cases and capabilities that has helped Citi to continue driving growth for the Personal Bank. The work we've done together in the last 12 months has started to build a foundation to set Citi up to be more nimble in response to changing market dynamics and technology revolutions.

Our joint teams have collaborated and executed on many ways to make the solution even more scalable, focusing on the following principles:

- Consider the strategic imperative at Citi of simplification and cloud modernization. Prioritize enhancements that support this imperative.

- Take a risk-managed approach to solution enhancement, considering magnitude of change, and ensuring value addition at each phase.

- Continue to uncover ways that Citi can get more from their investment in Acxiom solutions.

We look forward to working together to position Citi for future growth and resilience. In the current uncertain climate, relationships can mean the difference between meeting or missing your goals, and we believe in the strength of our relationship to help drive mutual success.

Acxiom is happy to continue to earn Citi's trust as a partner for growth. We will strive to ensure our solutions support Citi's transformation goals. We have created this overview of our services to remind you of the power of the solution in place, and to showcase some additional ideas that we view as best practices across Financial Services clients that we serve today.

We are proud of the work that we do for you today, and the team and I greatly appreciate your business.

## Citi Team Members

**Cheryle Bates**
Head of Finance
Acxiom

**Nerissa Brooke**
VP, Head of Digital
Acxiom

**Jason Deere**
VP Enterprise Sales, Financial Services
Acxiom

**Norene Franks**
Client Partner, Senior Director –
Financial Services, Acxiom

**Al Garrido**
Head of IT
Acxiom

**Mike Keene**
VP, Industry Partner
Acxiom

**David Koroghlian**
VP, Head of MarTech
Acxiom

**Justin Mendoza**
Expert Client Partner
Acxiom

**Edward Wentz**
Head of Operations
Acxiom

# Acxiom Services, Support & Value to Citi



**160+ DATA SOURCES & FEEDS**

1st Party Data
citi

2nd Party Partner Data
& Others

3rd Party Data
ACXIOM
experian
TransUnion
EQUIFAX

**ACXIOM**

citi — Customer & Prospect 360 View

Enterprise Data Management

Citi CRS Partner Data Collaboration

Digital Marketing & Campaign Services

Citi Websites & APIs

Identity Resolution Spine

Smart Platform Services
Adobe   salesforce   Pega

# Driving Value to Citi Programs & Products Through Acxiom's Core Services & Dedicated Account Team

## citi U.S. Personal Banking

| Citi Flex | Balcon | Partner Cards | Mortgage | Prescreen / PreQual |
|---|---|---|---|---|

### Multi-channel Engagement Across Acquisitions & ECM

- New Credit Card Sign-Ups
- Expanded Reach Across Channels
- Increased Offer Frequency
- More Accurate Consumer Targeting
- Better Personalization

- Increased Card Up-Sell & Cross-Sell
- Unified Communication Across LOBs
- Build 360 Degree Consumer Profile
- CRS Data Collaboration

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# A Rich History of Innovation & Transformation

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**Timeline:**

**2008**
- Cards Benefits
- Gemini Build

**2010**
- **Gemini Production Processing**
- Card Upgrade Site
- Rewards Consolidation Site

**2011**
- Point of Sale
- Infobase ELA
- Dynamic Offer Engine
- Sears S4

**2013**
- **Retail Services Gemini Integration**
- Central Offer Repository
- Interim Modeling Support
- Sales Growth
- Weekly Tri-Bureau Campaigns

**2015**
- Dining SOS Site
- **Bullseye Offer Platform**
- Claims Portal
- Dining Punch Site
- AOS Services

**2016**
- Sears ITA
- Personalized Video API
- **Retail Bank Bullseye**
- TWG Web Service
- One Click Sites
- OCDW
- **Costco Onboarding Registration Site**

**2017**
- Digital Prescreen
- PIL Batch Launch
- Always On ECM Triggers
- POD Team

RS DMP Onboarding

**Retail Bank Gemini Integration**

AIS Launch

**Salesforce Integration**

**Enhanced CAMGID**

Mortgage Integration

Spend Triggers API

**POTF Vision**

Mastercard Partnership

Citi Content Factory Powered by Adobe

2018    2019    2021    2022    2023

Branded Cards APIs

Refer-a-Friend Site

RS Opt-Out Site

Bullseye Renewal

CRS FF Awards

**ID Graph Implementation**

PIL Real-Time Launch

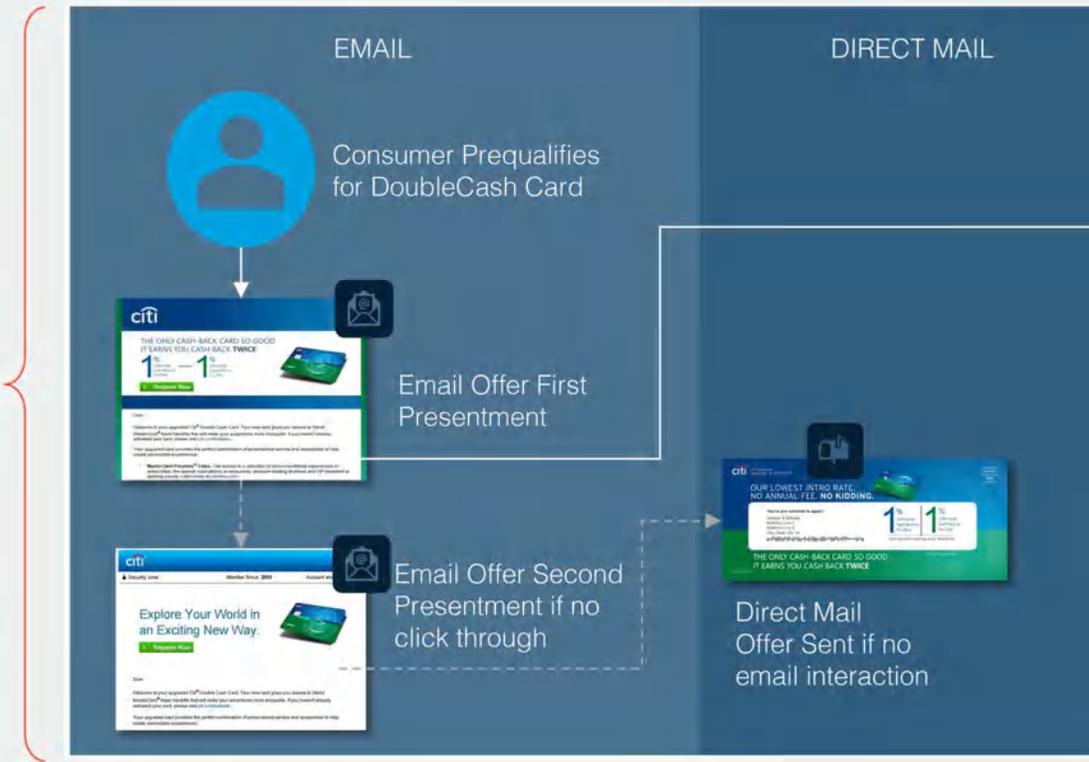**Salesforce MC Support**

Balcon Re-Engineering

# Enhancing the Citi Marketing Process to Omni-channel

**Industry Reports Estimate 30% to 40% Engagement Lift on Shift to Omni-Channel Marketing Approach**



**Omni-channel Consumer Journey**

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Core Services

Enables an Omni-Channel Marketing Experience

EMAIL

Consumer Prequalifies for DoubleCash Card

Email Offer First Presentment

Email Offer Second Presentment if no click through

DIRECT MAIL

Direct Mail Offer Sent if no email interaction

DIGITAL

Click Through to citi.com

Acxiom Connections Display Ad (Amazon)

Customer Accepts Offer & Applies

- Lower CPA
- Faster Speed to Market
- Improved CX
- Reduce Mail Cost

## DID YOU KNOW?

Acxiom Manages Solutions Addressing Over **300 Uses Cases** that Drive Value to Citi Marketing Services

# The past, present, and future – it's all about your customers

**Tate Olinghouse**
Chief Client Officer
Acxiom

To succeed in your marketing and advertising efforts today, you'll need to be able to tell the future – or, perhaps more importantly, shape it.

You'll need to answer questions like: What will my customers and prospects want next quarter, and next year? How do I create the kind of experiences that will feel personal, relevant, and meaningful to them the next time we interact? And what investments do I need to make in data and technology to help my brand create those experiences?

The problem is that the notion of "future-proofing" your marketing efforts has been paid so much lip service it has become a buzzword and a cliché. It's been hijacked by martech vendors pushing the latest shiny object – playing on marketers' FOMO and promising them a silver bullet to solve all their engagement challenges.

My advice is to not get distracted with the latest shiny objects. (They're important, but they should be part of your long game, not a short-term fix.) Instead, remember that focusing on the future means focusing on your customers – seeking to know and understand their needs so you can use that insight to create a customer experience (CX) that is personalized and meaningful. That's what creates value for people. That's what "future-proofs" your marketing efforts and, ultimately, your brand.

It also takes care of another one of every brand's unchanging areas of focus: the need to acquire customers. And if there's anything we can hang our hats

on at Acxiom, it's helping our clients acquire customers, especially in highly regulated industries that require the use of credit-based data.

What differentiates Acxiom is our longstanding expertise and leadership in data and identity. We have been helping our clients succeed in these areas for over 50 years. We were the first to bring a demographic data product to market. We invented knowledge-based recognition – the not-so-distant ancestor of what is now broadly known as identity.

At Acxiom, as we plan to serve our clients and help them solve tomorrow's challenges, we will lean on continued innovation in the categories we created, data and identity. We will use AI to further advance the analytics we use to drive customer understanding. We will operate in the cloud and other emerging tech ecosystems to help our clients effectively and efficiently "play the data where it lies" and create personalized experiences for their customers and prospects.

And we will string all this together using best-in-class professional services on the leading martech platforms. When, not if, those platforms evolve and new ones emerge, Acxiom will be there on behalf of our clients.

This evolution is what got us where we collectively are today. As your dedicated partner, it's what we do. And evolving for the future, together, is what will help us understand and deliver what our future customers seek. That's what "future-proofing" means to me.

Love The

Solve.

# Ask Our Industry Experts

Our financial services strategists meet with clients every day. We asked them to share what they're hearing when it comes to brands' top priorities.

### PRESCREEN EVERYWHERE...

**WENDY COBURN**

"Prescreen everywhere and Operational Data Store (ODS) expansion into customer lifecycle use cases. Acxiom's ODS solution enables instant prescreen capabilities by connecting people with their specific offers in real-time. Our clients have been using this technology to expand the reach of their direct mail campaigns and to improve the quality of the accounts they find on aggregator sites. But lately, we've also started to think about how this type of a solution can support the customer lifecycle. Whether it's housing a person's next best offer or a congratulatory message of some kind, the ODS is a valuable tool for connecting people with personalized content."

### DEPOSITS, DEPOSITS, DEPOSITS...

**JULIE KUSTOFF**

"Deposits, deposits, deposits – both retention and acquisition. There's a huge opportunity for banks to gather and keep high value deposits. But it's incredibly competitive. We're hearing about digital-only campaigns and offers targeting prospects outside of a bank's footprint to prevent cannibalization of their existing deposit base. Banks must have a great rate to compete, combined with a focused acquisition strategy that can be delivered with the right targeting and tactics. There's no doubt this is a big focus for our clients with significant lending portfolios."

### RESPONSIVENESS IS STILL KING, BUT ACCOUNT QUALITY IS QUEEN.

**KAREN IMBROGNO**

"A focus on the quality of the account being acquired, whether that's a propensity to fund a deposit account or activate and use a credit card. Responsiveness is still king, but account quality is queen. Clients are asking us to layer in performance and quality when building acquisition models. Another thing we're being asked to analyze and predict is responsiveness by channel. It's increasingly important to optimize targeting strategies by channel."

## BRANDS ARE MOVING TO A FIRST-PARTY DATA-DRIVEN DIGITAL STRATEGY.

**RAJA' KASSISSIEH**

"Brands are moving to a first-party data-driven digital strategy. Clients are abandoning third-party cookie-based technologies, like DMPs, and are leaning into their identity graphs and what first-party identity can do for them. Whether it's piloting Acxiom's new Direct Connectors solution, which enables connection of a brand's PII based list with a publisher's audience to make an individualized credit offer, or simply doubling down on identifying ALL site traffic, these strategies are being executed with a lot of success."

## WHAT'S OLD IS NEW IN THE DATA SPACE.

**DOUG HURST**

"What's old is new in the data space. We are seeing a number of clients revive Invitation to Apply (ITA) efforts. Whether they're looking to expand their available universe or optimize addressable digital lending acquisition, they're looking for alternative ways to predict credit worthiness. Credit bureau data is still the cornerstone of their acquisition strategies, but ITA models can uncover pockets of opportunities the bureaus miss."

## DID YOU KNOW?

…Fortune Media and Great Place to Work has named Acxiom one of the Best Workplaces in Technology for 2023.

# Getting Personal About Personalization

Financial Services and Insurance Leaders Weigh in on Personalization

## 5 Critical Pillars of Personalization

**Vision and Strategy**

**Clean, Complete and Accurate Data**

**Right Tech Stack**

**Right People**

**Accurate Measurement Tools and People**

MOST BRANDS DON'T HAVE ALL THESE IN PLACE

**7 OF 10 RANKED** > personalization as the most important element or among the most important elements in their strategy to achieve their goals.

**77%** of respondants are delivering personalized experiences to **known people**. Only **16**% are delivering **anonymous** personalization.

People expect to be recognized wherever they interact with a brand, **whether they've identified themselves or not.**

**WHILE 85%** of businesses say they're delivering a personalized experience to their customers and prospects

**ONLY 60%** of people say they're receiving a personalized experience from brands

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# Brands Lack Confidence in What's Needed to Deliver Personalized Experiences

## Vision & Strategy

Only **20%** believe they adapt extremely well when **business priorities shift.**

## Right Tech Stack

Only **38%** are **extremely confident** they have the the **right technology** to implement a personalization strategy.

## Right People

**50%** agree their people **lack the skills to measure** the impact of their personalization activity.

## Accurate Measurement Tools & People

**69%** are using in-house resources for measurement, but only **31%** are extremely confident in the findings.

# The Problem is the Data

**ONLY 15% are extremely confident their data is ACCURATE**

**ONLY 9% are extremely confident they can DERIVE CX INSIGHTS**

**ONLY 6% are extremely confident they are NOT MISSING KEY PIECES OF INFORMATION**

Bad data corrupts AI decisioning, personalization outcomes and model optimizations.

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**TO LEARN MORE** about the research or schedule an in-depth look at the findings, scan this QR code.

# As it relates to martech, what does being future focused mean to Acxiom?

"As it relates to martech services, being future focused for Acxiom comes down to three things.

First, pretty simple is about being a partner. The buying decision for marketing and advertising is increasingly starting with the technology. So, we want to be with our technology partners and with our clients at the point of decision.

Second is about the movement of data to the cloud. The last 20 years in the marketing and advertising industry have been about the movement of applications to the cloud. And the next 20 years will be about the movement of data to the cloud. For some of our partners, their data clouds are the fastest growing parts of their business. We see that trend continuing to accelerate.

Third is about servicing an ecosystem of partners, and we are here to be the orchestrators of that ecosystem.

The average marketing solution sold to some brands today is often comprised of over seven different products that require tight coordination to drive the outcomes our clients are looking for. The martech ecosystem is not slowing down, and it will continue to grow quickly.

We're excited to be a part of that with you as your trusted partner."

**David Skinner**

Chief Strategy Officer
Acxiom

# Is partnership key to martech success?

## A brand perspective on service partners

## Executive Summary

**Acxiom partnered with research and strategy agency MTM to survey business decision-makers from across the UK and the US to gain insight into the state of the martech service partner landscape.**

This whitepaper explores current approaches to martech service partnerships, the opportunities and challenges that partnerships present, and how brands and service partners can ensure the success of current and future martech service partnerships.

In today's digital economy, brands depend on marketing technology (martech) solutions to automate their workflows and to deliver the personalized brand experiences that their customers have come to expect at scale. As recent technological developments (such as the rise of AI and machine learning) have rendered solutions in the martech space increasingly complex, few brands have the capabilities and expertise to implement and manage a suite of solutions in-house. As a result, many brands choose to on-board an external martech service partner to act as a strategic advisor and to help with the deployment, integration and optimization of solutions.

Service partners boast comprehensive technical and marketing expertise, and can help brands to engineer tech stacks that will deliver against their marketing and business objectives.

Service partners can take many forms as a number of different types of organizations offer partnership services. Our survey suggests that brands typically engage large leading management consultancies or companies that specialize in a specific technology/solution.

Each service partner offers a unique set of specialized services that may be specific to a type of technology platform, an area of martech, or a certain stage of the tech lifecycle (such as implementation or day to day management). As such, our survey shows that brands will generally work with more than one partner at a time (on average three to four).

**As the world of marketing technology rapidly evolves service partnerships are becoming increasingly important, and are therefore commanding an increasing share of martech budgets.**

According to our survey, on average nearly half of martech budgets are dedicated to service partnerships, and this figure is predicted to grow over the next 12 months.

With an increasing amount of budget on the line, it is more important than ever that brands select a service partner that is a good fit for their organization to set themselves up for success. Our survey indicates that many brands embark on a lengthy and thorough selection process to find a partner that can demonstrate possession of both technical certifications/credentials and previous experience in their industry. Given the requirement for service partners to work with multiple teams across a business, many brands also look for a partner that aligns with their company culture.

The decision-making process can be difficult, as it often invites input from a number of stakeholders (e.g. marketing, data and analytics, IT, customer intelligence) with differing objectives and priorities.

Yet, even after brands have participated in a rigorous selection process, martech partnerships are not without their challenges. A number of respondents to our survey reported experiencing challenges with their service partner related to early mistakes made during the configuration process, and delays to the initial implementation timeline.

Ultimately, successful martech partnerships rest on the actions of both partners and the brands that engage them.

To help brands ensure the effective implementation and ongoing success of any martech investment, Acxiom has identified **seven key pillars for success**.

Our survey indicates that brands value partners that can help them understand their current and future martech needs, and that prioritize empowering teams with the skills necessary to manage a solution once a partnership has concluded. Overall, partners must be a source of trusted advice and continual support across the lifecycle of a service partnership.

While partners must ensure they deliver value over the course of a partnership first and foremost, they can also play a pivotal role in supporting brands to ready themselves for martech partnerships.

Partners should look to offer advice on areas where brands are least confident (e.g. evaluating tech options) and should proactively address challenges that may arise by outlining plans for mitigation during the early stages of engagement.

## #1 Technology evaluation

Decide the most suitable martech solution for your ecosystem taking into account platform fit, scalability, and customization needs

## #2 Use case review

Decide the most suitable martech solution for your ecosystem taking into account platform fit, scalability, and customization needs

## #3 Data evaluation

Define what data is needed to underpin the solution and consider availability, permissions, and destinations

## #4 Operational readiness assessment

Prepare the business to onboard the martech tool factoring in skills, ownership, availability, and stakeholder buy-in

## #5 Internal operational planning

Plan for the project and working with a partner, including assigning SMEs, completing impact assessments, and setting timelines

## #6 Project governance agreement

Create a model for execution that encompasses KPIs, forums, compliance, and project tracking

## #7 Daily management plan

Define day-to-day operations and tools required to meet objectives

Learn More

# ACXIOM AND SNOWFLAKE

## The market leaders in data sharing and data management

Trying to navigate a changing ecosystem and still crush your marketing goals? The pending deprecation of third-party cookies and rapidly changing privacy regulations coupled with low-to-no data movement requirements are driving organizations to think differently about their marketing. Sharing data between brands, without exposing personally identifiable information (PII), can yield incremental customer insights not available before—and provide new, innovative and safe ways to work together.

**Acxiom and Snowflake make collaboration easy across the groups you need to fuel growth from the faster utilization of data, all while honoring personal privacy. Solutions offered include:**

**Data Clean Room Powered by Snowflake:** a trusted zone for two or more parties to share sensitive data without exposing PII, exercise full control over their data, and easily distribute it to an endpoint to activate it.

**Match Multiplier Powered by Snowflake:** an application that will allow brands to increase the reach of their data with additional match keys natively in the Snowflake Data Cloud to facilitate data sharing.

**Acxiom Data in the Snowflake Marketplace:** data solutions matched to your industry needs, helping Snowflake users find new audiences or learn more about those they already have

**Data Sharing on Snowflake:** the ability for any Snowflake customer to share data with Acxiom's Snowflake account via a controlled share over a secure connection in minutes

**The leader in data sharing**
+
**Data management**
+

snowflake®
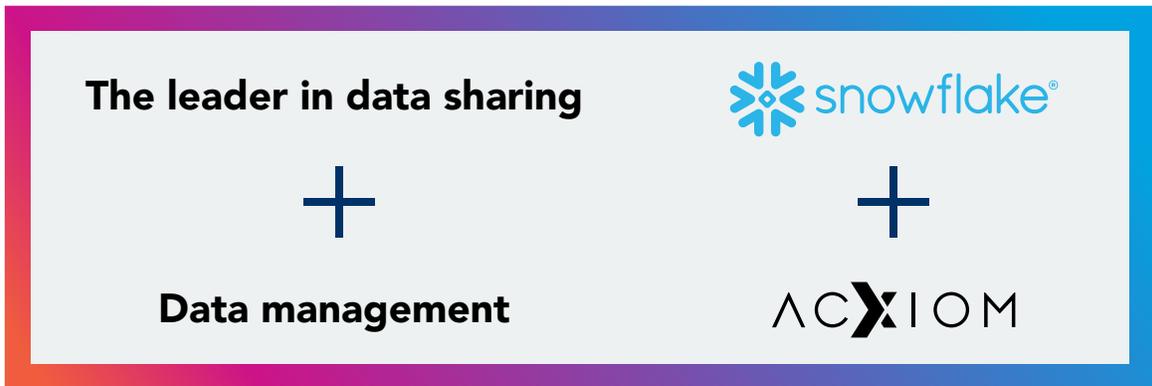
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Learn More

# Supercharging Salesforce: Using Acxiom Data to Upgrade Your Salesforce Ecosystem

**Jeff vonSeldeneck**

Salesforce Business Development
Senior Director
Acxiom

## If you want to point fingers, blame Amazon.

Amazon, who understands customers as well as anyone, has made the process of being a consumer so easy, customers now expect the same relationship with all of their brands. Amazon set the bar for the customer experience, and insurance and financial services have diligently worked to meet expectations – and made heavy investments in martech and adtech to do so.

Many brands have turned to Salesforce as their "platform unifier" to deliver unified and connected experiences to customers from web to marketing to service, and to wherever a consumer touches your brand, and to where the Salesforce ecosystem may be touching that consumer. According to our research, 69% of companies use some piece of the Salesforce platform – and for good reason.

Q1 - Which, if any, of the following providers has your company purchased martech from?
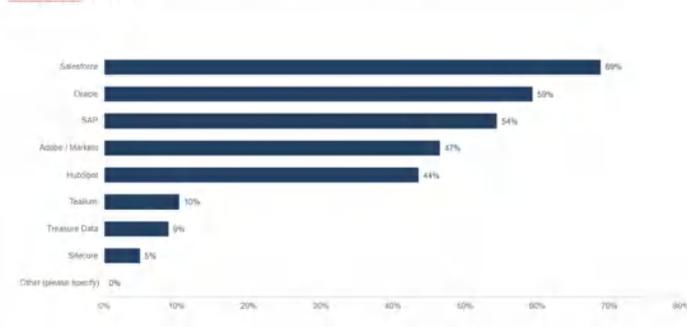


It's a big ask for a single platform, even one as intuitive

and advanced as Salesforce. Like any good product, Salesforce can be supercharged by an infusion of helpful additives – in our case data managed by Acxiom. My clients will tell you that you really can't maximize the value of your martech and your activation layer without a great data foundation – and Acxiom has been providing Financial Services & Insurance that foundation for more than 50 years.

Combining Acxiom's exceptional data with Salesforce's powerful activation layer leverages every interaction with your brand to its peak potential. After all, without results, even your best work doesn't matter.

Consider this: nearly 65%[1] of people expect companies to respond and interact with them in real time. About 80%[2] are more likely to do business with a company that personalizes their experience. (Basically, if you "get" your customer, you get their business.) More than 50%[3] of people switch brands because of poor personalization. The pressure to maximize Salesforce to generate the most personalized experience possible is clearly justified by these statistics.

Expecting Salesforce alone to fully elevate your personalization is a tall ask from any one platform. The challenges are too many. One obstacle is the universal migration from third-party data to first-party data. There's also the complexity of exponential signal growth – making sense of a chaotic mountain of data brands generated by the millisecond. Compliance, regulation and privacy

are also concerns. This challenge is especially great for insurance and financial services, where the tiniest infraction can result in enormous penalties.

Lastly, we've seen an explosion of "tech farms."  My latest count is 10,000 plus different martech and adtech technologies are available for you to choose. Making them all work together is a challenge for any marketer.

What Acxiom brings to the table is 50 years of data and identity experiences. We have managed marketing databases for the entirety of our existence. We really understand how to format and architect data in a way that makes it actionable, accessible and accurate. Our prowess in both data and the Salesforce ecosystem has resulted in Acxiom becoming Salesforce's fastest-growing, full-stack Marketing Cloud partner.

How, exactly, does performance improve with Acxiom data? From providing deep insights and analysis to generating predictive modeling and increased marketing efficiency, Acxiom adds the color needed to gain that exceptional 360-degree view of your customer. Without that view, you never really know your customers. As we

mentioned early, customers will make you pay for that ignorance.

In a nutshell, if Salesforce is the engine, data is the fuel that powers it. Acxiom's database of 355 million consumers, coupled with our Salesforce prowess, helps our clients to create a 360-degree view of their consumers, and it helps them to understand the needs, wants, and preferences that those consumers have in order to act on them. Consumer demographics and interests really help you to maximize the personalization you can drive through Salesforce. It improves Salesforce's ability to unify that data, creating a very strong data foundation to provide a 360-degree view of your customers and their interactions with your brand.

We could blame Amazon for setting this incredibly high bar of consumer understanding, but I'd rather thank Amazon for showing us a path to achieving remarkable customer experiences through better data integration. By uniting the power of Acxiom and Salesforce, we can drive amazing experiences to meet the high expectations consumers have of brands. Before long, it may be your company setting the new standard.

1 Edelman Trust Barometer 2021

2 Digital Society Index, IBM Institute for Business Value

3 Salesforce's "Inspire Instant Engagement" ebook

**Learn More**

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A SPOTLIGHT ON

# ACXIOM AND SALESFORCE
## Building Meaningful and Personal Customer Journeys

Since 2019, Acxiom and Salesforce have been building a partnership in service to some of Acxiom's largest and most forward-leaning clients. The partnership is focused on bringing the brand's data, CX goals and business outcomes together into smart and dynamic customer journeys.

Today we perform end-to-end services for our clients in the Salesforce ecosystem, from advising and developing strategies to implementing and activation. Our work is grounded in a sound technical and operational foundation, and is grouped into four key areas:

### Advise
- Marketing Strategy
- CX Strategy
- Technical Strategy
- Troubleshooting
- Recommendations
- Roadmapping

### Enhance
- Data ingestion, enhancement and reporting
- Apply persistent ID
- Enhance portraits with demographics and buying behaviors

### Implement
- Engagement (Marketing Cloud)
- Personalization (Interaction Studio)
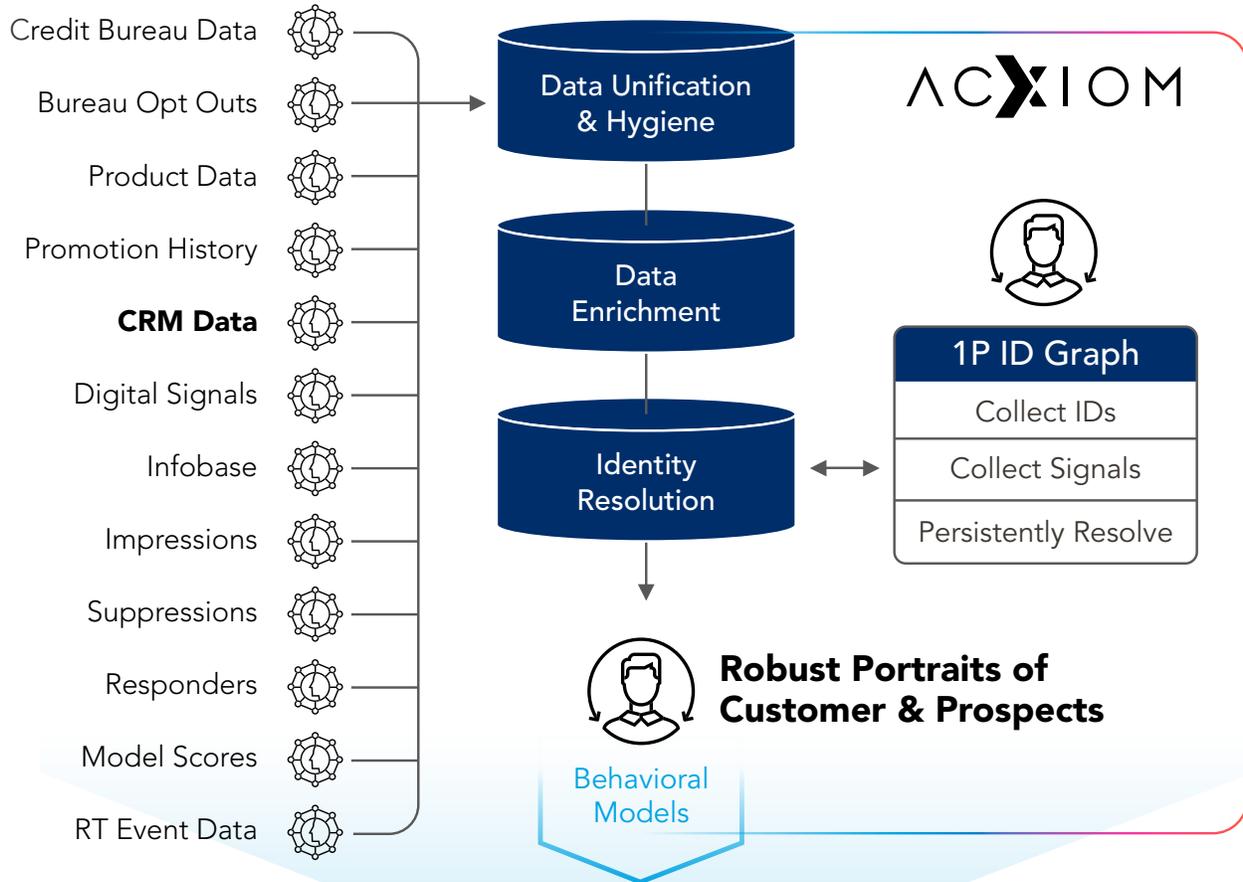- Customer Data Platform (CDP)
- Intelligence (Datorama + Tableau)

### Operate
- White-glove campaign management
- Journey creation
- Platform optimization
- Use case development
- Real-time interaction management

# How it Works

**Raw Data Inputs**

- Credit Bureau Data
- Bureau Opt Outs
- Product Data
- Promotion History
- **CRM Data**
- Digital Signals
- Infobase
- Impressions
- Suppressions
- Responders
- Model Scores
- RT Event Data

**Marketing Database Environment**

Data Unification & Hygiene

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Data Enrichment

| 1P ID Graph |
| --- |
| Collect IDs |
| Collect Signals |
| Persistently Resolve |

Identity Resolution

**Robust Portraits of Customer & Prospects**

Behavioral Models

**Execute Campaigns**

**Journey Activation**

CUSTOMER LIST → salesforce →

| Top Financial Services Journeys |
| --- |
| Lending Product Onboarding – Activation, Usage |
| Deposits Onboarding – Funding, Nurture |
| Next Best Action – Cross-Sell Based on Customer Profile |
| Mobile App Download |
| Feature Adoption – Mobile Wallet, Bill Pay, etc. |

salesforce
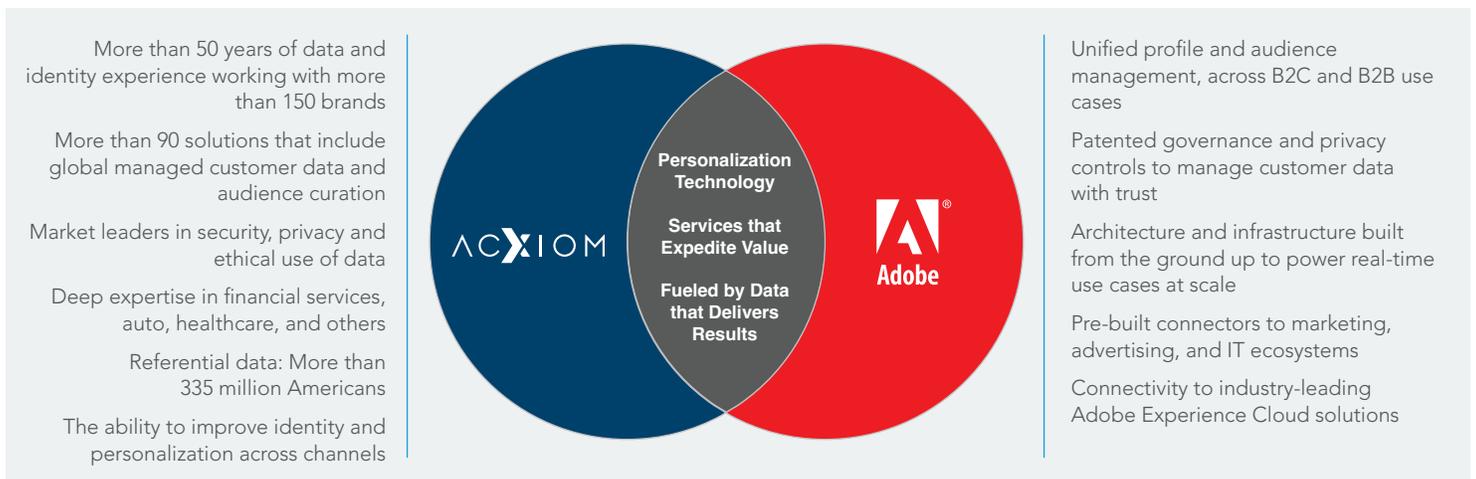PARTNER INNOVATION AWARD
2023 WINNER

# Acxiom Expertise + Adobe Technology = Winning Partnership!

Some days, marketing feels impossible. But it doesn't have to. Acxiom takes on the complexity of connecting platforms, managing martech, and unifying data, giving our clients the customer intelligence to make customer experiences count. Acxiom and Adobe's long standing relationship is focused on data-driven customer journeys, enabling our clients to utilize Acxiom's expertise to: (1) optimize the value of Adobe technology; (2) accelerate the proliferation of use cases; (3) drive enhanced adoption; and (4) reduce time to value across the enterprise.

We manage end-to-end services on the Adobe Experience Platform, from deep discovery and strategy development to implementation and activation, a practice based on years of successful integrations and a deep knowledge of data, identity, technology integrations and privacy.

By leveraging Acxiom's expertise, integrated with the Adobe platform, we help brands produce better customer experiences.

More than 50 years of data and identity experience working with more than 150 brands

More than 90 solutions that include global managed customer data and audience curation

Market leaders in security, privacy and ethical use of data

Deep expertise in financial services, auto, healthcare, and others

Referential data: More than 335 million Americans

The ability to improve identity and personalization across channels

**ACXIOM**

**Personalization Technology**

**Services that Expedite Value**

**Fueled by Data that Delivers Results**

**Adobe**

Unified profile and audience management, across B2C and B2B use cases

Patented governance and privacy controls to manage customer data with trust

Architecture and infrastructure built from the ground up to power real-time use cases at scale

Pre-built connectors to marketing, advertising, and IT ecosystems

Connectivity to industry-leading Adobe Experience Cloud solutions

## Acxiom delivers value with Adobe across the entire client lifecycle:

| EVALUATE | EXPERIENCE | ENABLE | EMBED (MANAGED CDP SERVICES) |
|---|---|---|---|
| ▸ CDP best practices | ▸ Discover user journeys | ▸ Develop and integrate CDP technology | ▸ Operationalize and optimize CDP performance |
| ▸ Business and data strategy | ▸ Business and data | ▸ Configure campaign data and taxonomy | ▸ Troubleshooting and forensics |
| ▸ Data and privacy readiness | ▸ Plan for analytics and advanced analytics | ▸ Integrate cross-channel identity management* | ▸ Analytics insights reporting |
| | ▸ Draft project and change management | ▸ Extend CDP with Acxiom's InfoBase data* | ▸ Audience building and curation |
| | | *As needed | ▸ Operationalize and optimize CDP performance |

# As it relates to data, what does being future focused mean to Acxiom?

"It means building a strategy of people, process, and technology that can respond to change and is scalable and flexible. A strategy that allows you to evaluate, recalibrate, and repeat quickly, source and evaluate new data, quantify and pivot what is working and what is not, and start the process again.

And we believe this approach to data will drive customer intelligence that creates a relevant and respectful experience for your customers, and improves your ability to acquire new customers, retain existing customers, and grow trusted relationships."

**Dana Goff**

SVP, Industry and
Solutions Strategy
Acxiom

# DATA ENHANCEMENT

## Acxiom InfoBase®

With more than 260 million known and marketable individuals in its database, Acxiom has the critical data spine, offering the highest level of precision with close to census-level populations. To that spine, thousands of InfoBase demographic, property, lifestyle and interest attributes can be appended for targeting, segmentation, analytics and modeling.

**Plus:  InfoBase can be enhanced and optimized with digital connectors to create a comprehensive addressable universe for better-performing digital campaigns.**

**Now, Acxiom brings premium, specialized partners into the mix.**

## Acxiom Partner Marketplace

**Commerce Signals®** Actual card purchase transactions help estimate people's spend at different retailers.

### Use case:
leverage this data to identify buying behaviors and create segments for card products with different value propositions (travel, foodie, etc.)

**Polk By HIS Markit** These are the most robust automotive marketing data solutions, spanning the entire consumer lifecycle.

### Use case:
offer an auto loan directly to a person who is in the market for a particular vehicle.

**NCSolutions**  This comprehensive purchase-based CPG data covers 100% of American households.
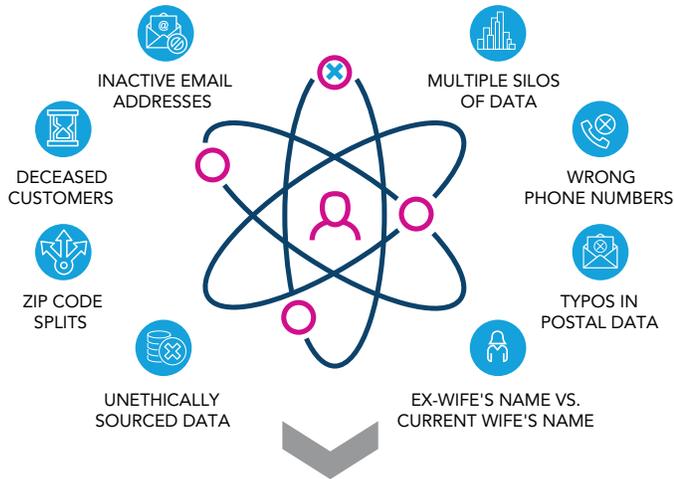
### Use case:
create segments of customers and prospects by interests, based on recent purchase behaviors.

**Equifax**  Get a direct measurement of wealth, economic and credit-based insights.

### Use case:
identify people at certain affluence levels and market investment or wealth management services.
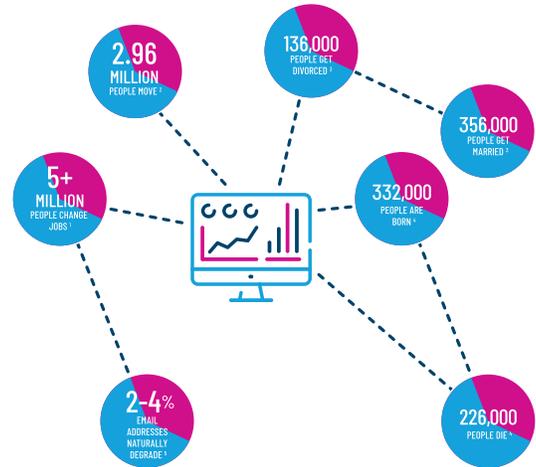
# What does bad data look like?

- INACTIVE EMAIL ADDRESSES
- MULTIPLE SILOS OF DATA
- DECEASED CUSTOMERS
- WRONG PHONE NUMBERS
- ZIP CODE SPLITS
- TYPOS IN POSTAL DATA
- UNETHICALLY SOURCED DATA
- EX-WIFE'S NAME VS. CURRENT WIFE'S NAME

**WHY?** Because Contact Data Decays…

# Every single month

2-3% of data goes bad per month….
equal to a 25-35% rate of decay each year

- 2.96 MILLION PEOPLE MOVE [2]
- 136,000 PEOPLE GET DIVORCED [3]
- 356,000 PEOPLE GET MARRIED [3]
- 5+ MILLION PEOPLE CHANGE JOBS [1]
- 332,000 PEOPLE ARE BORN [4]
- 2-4% EMAIL ADDRESSES NATURALLY DEGRADE [5]
- 226,000 PEOPLE DIE [4]

# In one year in the US

**Roughly 30 Million Moved**
(2.5 Million/month) [6]

**2.0 Million Married**
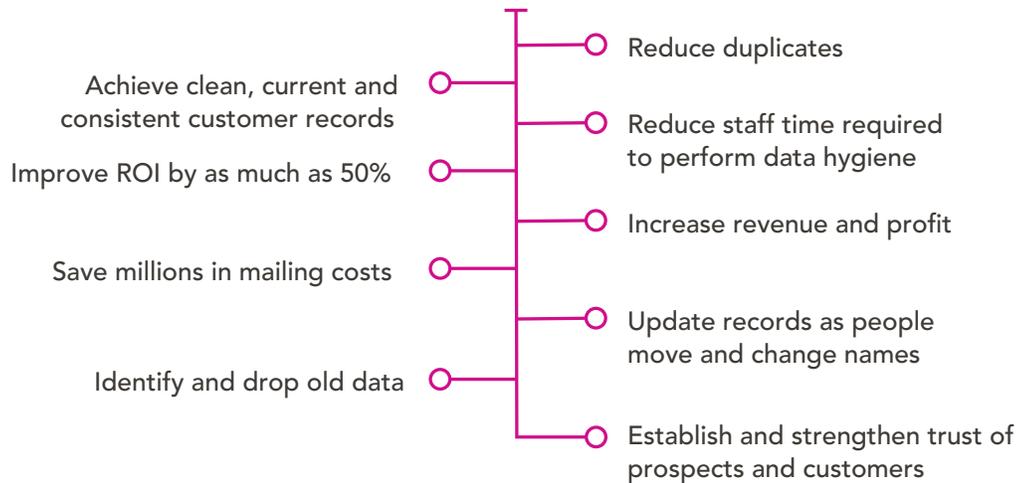(roughly 167,000/month) [7]

**.75 Million Divorced**
(62,500/month) [7]

**1 in 3 workers**
changed or lost their job [8]

**Approximately 25-35% of your data will become obsolete each year**

# The Result?

A lot of bad data, but we can help you…

- Reduce duplicates
- Achieve clean, current and consistent customer records
- Reduce staff time required to perform data hygiene
- Improve ROI by as much as 50%
- Increase revenue and profit
- Save millions in mailing costs
- Update records as people move and change names
- Identify and drop old data
- Establish and strengthen trust of prospects and customers

1  United States Department of Labor Bureau of Labor Statistics, http://www.bls.gov/news.release/jolts
2  https://www.census.gov/newsroom/press-releases/2016/cb16-189.html; WorldBank, data.worldbank.org.
3  https://www.cdc.gov/nchs/fastats/marriage-divorce.htm
4  National Vital Statistics Reports, 2017, https://www.cdc.gov/nchs/products/nvsr.htm
5  http://www.freshaddress.com/services/email-change-of-address-ecoa/
6  https://www.census.gov/data/tables/2020/demo/geographic-mobility/cps-2020.html
7  https://www.cdc.gov/nchs/fastats/marriage-divorce.htm
8  https://www.latimes.com/business/story/2021-05-14/job-changes-lost-job-coronavirus-covid

# First, Second, and Third-Party Data – Everything Marketers Need to Know

## Brady Gadberry
SVP, Head of Data Products
Acxiom

**First-, second-, and third-party data are useful terms in theory but not always in practice. For The Drum's Deep Dive into Data & Privacy, Brady Gadberry (SVP and head of global data, Acxiom) lays out the three types of data you need to grow – and to call yourself a truly data-driven brand.**

As marketers, we regularly throw around terms like first-, second-, and third-party data. Data is part of any smart marketer's strategy, after all. But are we so focused on data type that we are losing sight of what data does for us?

Here's a quick refresher around what the terms first-, second-, and third-party really mean. However, and this is the point of this article, these definitions have everything to do with how the data was collected, and far less about how useful the data can be to your marketing strategy.

For example, with the impending deprecation of third-party cookies, there's a lot of talk about how important it is for brands to build their first-party data assets – and rightly so, as it's data you can own and control. But before you eschew all other data and throw the baby out with the bathwater, don't lose sight of the wide variety of customer data and the huge role it will continue to play in your overall marketing strategy.

After all, it's unlikely you'll be able to achieve all your marketing goals with a first-party data only strategy. If the only people you can engage are those you already know, you'll quickly realize that while you might be able to retain and grow customer relationships, you won't be able to acquire new ones. And new customer acquisition is a cornerstone of growth.

So, what other types of data do brands need? Obviously one answer is second-party and third-party data. But what does that mean in practice? When it comes to the real business of marketing, the type of data is far less important than the results it will deliver.

Here's another way of thinking about three different types of data every brand needs in their marketing data strategy.

## 1. The data that helps you predict growth

First things first: you've got to be able to define your offer and understand your customers – those in your first-party data graph. This is common sense, but incredibly, still not common practice. You've got to have the qualitative and quantitative data that helps you understand where you're starting.

But then you'll want to move swiftly on to the interesting part: using what you've learned to start predicting which audiences will be your most promising growth vectors. This is where additional data comes in.

Take what you know about people and their interactions with your brand – what they're buying, how they're engaging with your website, or visiting your stores – and expand it beyond your four walls. Look for the stuff you can learn about them that might not appear directly connected to your brand at first. For example, what sports and hobbies do they enjoy, what media are they consuming, or what kind of purchasing power do they have?

The goal is to identify the patterns that will help you predict successful audience growth and acquire new customers.

To predict future purchases, the gold standard is a clear data point like the purchase history your brand already has. However, the next best thing is similar transaction data about those who haven't yet purchased from you but have bought competitor offerings. Maybe it's from a second-party partner relationship or maybe it's third-party licensed data, but what's important is that it is predictive.

Have you just bought a home? Or like me have you just moved your oldest child into college? If so, you're probably in the market for new insurance, home improvements, or dorm must haves (and airline tickets)! These major milestones in people's lives are powerfully predictive – but may not be apparent in your own direct customer interactions.

Ultimately, it takes all kinds of data – purchase data, media data, footfall data, and many more – working together to feed the algorithms that will help you predict which actions will lead to winning outcomes.

## 2. The data that helps you maximize reach

As we've already discussed, cookie deprecation is a hot topic. We must all build out direct connections and stronger relationships to our customers. But we should also be augmenting the contact data that allows us to reach them. Did you know 28% of people use more than four email addresses? Even if you have a responsive one – will it be the one your marketing partner has or the email your perfect prospect uses to log in to the publishers where you are buying ad space? Do you know the latest IP address for your customer's smart TV so you can deliver relevant advertising?

When you've determined the characteristics and personas that predict your best new customers, you'll need to find them out in the world. Practically speaking, you'll need to work with an agency and data partners that have a clear view of the whole universe of your potential new buyers and who understand the meaningful characteristics that predict a great return on your ad spend.

This is where brands can widen their view. It takes third-party data to connect to audiences and meet them where they are: in digital display, on email, on CTV, via direct mail, or anywhere else you may wish to engage with them. While your strategy must be led by first-party data, you need

to be able to take action on that strategy in the broader ecosystem by augmenting these data assets if you want to reach your audience reliably.

## 3. The data that helps you drive creativity and effectiveness

The final type of data I want to talk about is one that sometimes gets lost in the quantitative world of artificial intelligence (AI) and machine learning (ML). It's the beautiful "Aha!" inspiration that often emerges when brands and creative agencies partner to create cut-through campaigns.

We can't lose sight of the descriptive data and customer experiences that inspire the messages we send. The data that fuels these insights is often third-party, but it might also be first-party data gathered through focus groups and surveys. It's the fact-based but qualitative information that can let us walk around in our customers' shoes and sparks the big idea for the creative and messaging that moves markets.

So there you have it. Three types of data that aren't as simple as the first-, second-, and third-party breakdown we usually hear about.

The first type of data helps you understand what you're selling and who you should be selling it to, the second type helps you get it in front of bigger audiences of likely buyers, and the third helps you create the messages that will capture their hearts and minds. And, of course, it goes without saying – all data that is part of your marketing data strategy, needs to be ethically sourced, privacy-compliant, kept secure, and used responsibly.

Without all three kinds of data, you can't drive customer growth. But if you can harness all three, I think you can legitimately call yourself a data-driven brand.

# Faster time to revenue: A tangible AI benefit we can all get excited about

**John Watkins**

Chief Operating Officer
Acxiom

**Experimenting with AI is on the agenda for most marketers. But its often-cited benefits of productivity and efficiency can be hard to equate against real business value. Here, John Watkins (chief operating officer, Acxiom) explores how AI can make marketing more nimble by reducing campaign life cycles, with the measurable benefit of cutting time to revenue.**

Progress in artificial intelligence (AI) is reaching a point where achieving faster time to anything requires effective use of AI solutions. According to the latest McKinsey report, 55% of organizations are already using AI in at least one business function, and the emergence of generative AI is accelerating adoption.

Discussions around the benefits of AI tend to focus on efficiency and productivity. At Acxiom, for instance, we see productivity increase by anywhere from 20% to 80% when we use AI to boost our development capabilities. Projects that would previously have taken months can now be delivering results for our customers in just a couple of weeks.

But the efficiency and productivity benefits of AI aren't always that easy to quantify, especially in marketing. It can be hard to make the case for the vague concept that AI makes your marketing faster and more productive. So, how about the idea that AI can reduce campaign life cycles so they can deliver revenue more quickly? The promise of cutting time to revenue by 50, 60, or even 70%? Now that's something any marketer can get excited about.

As long as you have the right data foundation in place, AI delivers faster time to customer understanding, which enables faster time to personalization, which in turn means faster time to revenue. Let's take a closer look at these three stages.

## 1. Faster time to customer understanding

Using AI to reduce the lifecycle of a campaign, and make sure it drives revenue more quickly, starts with audience selection. I recently spoke with a brand that took – on average – seven days to select the audiences for their campaigns. By implementing AI, they were able to reduce this process to just minutes, dramatically increasing efficiency.

Once marketers have selected audiences for a campaign, they can also use AI to gain a better understanding of what those customers want and what their preferences are. How and when do customers interact with the brand? Are they more likely to open a marketing email at 10am on a Saturday as they relax over a late breakfast, or at 6am on a Monday as they gear up for the week ahead? Is email the right channel or do they prefer interactions via social platforms?

## 2. Faster time to personalization

Equipped with in-depth audience understanding, marketers can use AI to quickly personalize the customer experience. This personalization can take place at all

stages of the customer journey, from initial exposure to advertising, right through to post-sales support and customer service.

Where brands used to design 20 creative variations for a campaign, AI now allows them to generate thousands of granular variations almost instantly, delivering advertising that is based on real-time insight and is highly personalized to the customer. As someone that enjoys the great outdoors, for example, I'm far more likely to engage with an ad for a brand that's geared towards something that interests me, like fly fishing, rather than home decor and accessories.

This personalized experience can be carried through to the brand's website. To continue with the fly fishing example, AI could be used to adapt the homepage so it greets me with reviews of wading gear, or relevant offers on rods and reels. And, once I've bought a pair of waders, AI can use that information, along with additional data, to predict what I'm likely to need next time I interact with the brand. Whether that interaction happens via the website or the customer service team, the brand can meet my needs more speedily.

Personalization may not sound like a new approach in marketing, but with the loss of cookies and other third-party identifiers, it's becoming more complex. By ethically leveraging behavioral patterns and individual characteristics to predict what customers might do or want next, AI takes personalization to the next level and allows the automation of marketing interactions that anticipate customer needs.

As well as improving the customer experience, this automation will inevitably reduce costs by reducing human interaction (though human oversight of AI will remain critical). In fact, in the McKinsey report referenced earlier, marketing and sales functions were among the most likely to report double digit cost reduction from the use of AI, along with functions such as risk and service operations.

## 3. Faster time to revenue

In addition to speeding up the planning and execution of campaigns, AI allows brands to shorten the purchase path by enabling experiences that make customers more likely to respond, interact, and ultimately purchase.

Our latest research, Where Marketing and AI Collide, reveals almost half (47%) of consumers are more likely to engage with an ad or a marketing email if it contains personalized content, including tailored offers. And over half say personalized ads and recommendations help them find relevant products and services more easily, which ultimately shortens the purchase journey.

But the same report reveals only 12% of brands are actively predicting customer needs using AI at the current time, so there's plenty of opportunity for further adoption. AI-driven experiences don't just drive quick sales, they also increase brand loyalty, allowing brands to increase market share and enjoy recurring customer revenue.

## A note of caution

When it's done right, AI has the power to enable greater audience understanding, supercharge personalization, and cut time to revenue. But to function effectively, any AI solution needs a strong foundation of data that is clean, connected, consistent, and compliant. The phrase "garbage in, garbage out" has never been more relevant.

What's more, marketers that experiment with AI need to consider end-to-end customer journey flows and how each touchpoint will be impacted. The use of AI to select audiences, deliver a fantastic experience, and drive a peak in orders is pointless if a downstream supply chain issue means customers don't receive those orders on time. A customer's view of a brand is only as good as their last interaction, so when a delightful marketing experience is followed by a poor fulfillment experience it will be the latter they remember. In a fickle and competitive market it's all too easy for them to take their business elsewhere.

## Embracing the art of the possible

AI has the potential to help marketers cut campaign lifecycles, minimize costs, increase brand loyalty, capture market share and realize recurring and new customer revenue in a timelier manner. As long as marketers start with a strong data foundation, and consider all touches along the customer journey flow, AI can drive marketing efficiency and productivity in a way that's simple to understand – by reducing time to revenue.

# The question shouldn't just be how we use AI, but how we use AI responsibly

## Wendy Coburn

Senior Director Industry Strategy,
Financial Services
Acxiom

Today, every brand is looking to harness the power of AI to supercharge its marketing capabilities. And generative AI in particular holds incredible promise for improving marketing performance.

But while AI has the potential to increase precision, reach, and speed, it mustn't do this at the expense of accuracy, security, and compliance. The future of AI in marketing must be grounded in our shared responsibility for the quality and fair use of a brand's most valuable intellectual property (IP), its data, that feeds AI-generated output. Responsible use of AI must be built on a foundation of deliberate governance and rigorous accountability.

With that in mind, let's take a look at some of the practical uses of AI in marketing, explore how compliance requirements will evolve, and outline the top five imperatives for marketers as they prepare for a responsible AI-driven future.

## Practical uses of AI in marketing

A marketing or media campaign has many component parts. Data, predictive models, creative, and media optimization are just some of the pieces AI will touch in the coming years. Here's a handful of use cases for marketing AI:

**Decisioning:** Generative AI can improve existing algorithmic processes, including the analysis of large amounts of data to drive faster insights and decisioning.

**Dynamic audience deployment:** When embedded in the appropriate analytics and activation platform, generative AI can fine-tune the deployment of audiences in real time, isolating response propensities or predictive customer value.

**Content creation:** AI can make the creative process more efficient and cost effective. Gartner predicts 30% of outbound marketing messages from large organizations will be synthetically generated by 2025, up from less than 2% in 2022.

**Data operations:** Generative AI models can be taught inherent structure in the data and can quickly identify potential quality issues or flag the introduction of new attributes. Additionally, generating data around unstructured first-party data assets, like audio and video, will be a critical requirement for training the models that drive generative AI.

**Campaign optimization:** Optimization of campaigns and creative will get faster. A generative AI model can create multiple creatives within minutes, and AI systems can dynamically optimize campaigns using response rates and other marketing metrics.

## Applying AI responsibly

There's no single, universal cloud-based AI solution that spans all the above use cases. So, while AI will assist marketers in making these tasks more efficient, orchestrating AI tools responsibly at each step of the process will require strong AI expertise across the value chain.

We predict that in the next three years we'll see state or

federal legislation that will require strict compliance in the areas of generative AI-enabled content creation. The EU is leading the charge – as it did with GDPR – and its AI Act is already in progress.

AI explainability will be a critical requirement in the new world of GenAI. Brands will need safeguards to protect against improper or inaccurate outputs generated by AI. And the dynamic data layer feeding AI models and tools will need to be as accurate, complete, and compliant as possible. AI will bring another level of compliance requirements and audits to all industries but particularly to heavily regulated industries such as financial services.

Being able to render accurate AI decisions will depend on the magic triad: good data, knowledgeable team members, and solid governance strategies and processes.

## Five AI imperatives for marketers

As your brand looks to AI to improve marketing performance, here are five key areas you should be thinking about:

### 1. Invest in first-party data management
In a world transformed by AI, your brand's most valuable IP is its data. AI's potential to increase precision, reach, and speed is only met when it's being fed accurate, complete, and compliant data.

### 2. Develop a roadmap
You should assess your organization's current state of AI maturity against parameters such as data and AI model management, data privacy and ethics, cybersecurity, people, process, and technology. Then set goals aligned to business objectives and develop a roadmap to meet those goals.

### 3. Lean into governance
Your focus on AI governance should be immediate and consistent. Governance must be embedded into all capabilities, and AI guiding principles, guardrails, policies, and training materials should be accessible to your entire team.

### 4. Invest in people and partners
Choose competent, experienced marketing AI experts to execute against your strategic roadmap.

### 5. Embed a testing agenda
Map AI to marketing use cases where controlled tests can be conducted with a clear plan for transitioning those experiments into business-as-usual activities.

## Keep the AI opportunity in safe hands

As with most emerging technologies, AI will continue to evolve in new and unexpected ways. To make the most of this rapid acceleration of AI capabilities – and to do it responsibly – will mean leaning on the expertise of experienced partners.

Acxiom's long history of industry-leading privacy and governance practices gives us a unique perspective on the safe and ethical use of data and analytics technology. We leverage our foundation of core capabilities at the data and intelligence layer to ensure the brands we work with have the tools and guidance to safely employ AI across their martech infrastructure. And we employ a program in our Marketing AI Center of Excellence that grounds us in protecting and optimizing the value of our clients' data, while innovating for marketing success.

### Types of AI and Why They're Relevant to Customer Experiences

AI is not a single technology, rather, it is collection of different capabilities that can enable different CX use cases.

**Generative AI** – Creates new, original content based on patterns or characteristics in existing data. Powered by large-language models (LLMs), it helps brands deliver tailored ad creatives and content.

**Machine Learning (ML)** – Learns from data to improve performance over time, without the need for explicit programming. This helps brands make effective recommendations based on customer interactions across different channels.

**Conversational AI** – Uses technologies such as natural language processing (NLP) to process, understand, and generate human language. It can be used in chatbots and virtual assistants that are designed to understand and respond to customer queries.

**Computer Vision** – Derives meaningful information from images and videos. It can be used for facial recognition or object detection to understand a wider variety of customer cues and deliver personalized outputs.

Learn More

# A human-centered approach: CX predictions for 2025

Each year we survey thousands of people across the U.S. and UK, about what we predict will be the biggest customer experience trends for the year ahead. We explore their behaviors today as well as their expectations for the future, and we also speak to brands in both markets to learn their CX plans. In our upcoming CX trends report for 2025 you'll read about:

**#1 Balancing technology with a human touch**
With people craving less tech-dependent lives, a digital-only approach can dehumanize brands. We'll explore how technology can help brands best serve customers without eliminating personal interactions.

**#2 Fandoms and communities**
Brands that foster communities create a sense of belonging that transcends simple transactions. We'll investigate how both brands and consumers benefit from fandoms and communities.

**#3 Subscription, membership, and loyalty**
Creating welcoming experiences for all, while offering unique value for loyal customers is a balancing act. We'll delve into effective loyalty models, including key lessons from luxury brands.

**#4 Inclusive product and service design**
Diversity, equity, and inclusion commitments should extend to the design of products and services. We'll take a closer look at both customer expectations and brand strategies for inclusive design.

**#5 Transparent data exchange**
People want control over how brands use their data. We'll explain how transparent data exchange empowers people while providing valuable insights that allow brands to deliver exceptional CX.

Look out for the 2025 CX trends report coming soon. In the meantime, why not find out what our predictions were for 2024.

Learn More

# Acxiom's Direct Connectors - Know the customers you're really talking to

**Raja' Kassissieh**

Senior Director, Financial Services
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Acxiom

**Wendy Coburn**

Senior Director Industry
Strategy, Financial Services
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**Brands just want to talk to their customers. They want to reach people they've already established relationships with in familiar environments where those customers are receptive to relevant offers and meaningful experiences.**

And the great thing is there are plenty of online spaces where they can do just that. Whether it's traditional media publications, social media networks, or e-commerce environments, digital platforms are keen to monetize their audiences. Brands can find out where their customer base intersects with the users of these platforms and reach their people via a familiar channel, using personalized messaging that really resonates.

The less positive news is that the current system for onboarding a brand's audience data into these digital platforms isn't that great. In fact it's slow, imprecise, and relies on too many non-transparent, third-party intermediaries. The digital advertising ecosystem was set up for intentionally elastic probabilistic matching in a cookie-based world – reaching as many eyeballs as possible in the hopes of getting responders – and unfortunately data onboarding tends to follow the same path.

In a post-cookie environment, where first-party data is the standard currency, a more precise approach is required to ensure it's actually your customers you're talking to.

## The onboarding status quo

Any brand that's used an onboarding platform knows the drill. The brand passes its audience segments to the onboarder, who performs a little undisclosed matching magic on the data. With maximum matches as the main objective, onboarders tend to work on incentivized imprecision.

The onboarder then passes the results – which could include any combination of third-party cookies, mobile IDs, and personally identifiable information (PII) – through the ecosystem where a publisher's inventory can be reached, e.g., a DSP.  But it doesn't stop there.  Now the next layer of intermediaries come into play – the browsers, big tech such as Apple, Google, and Mozilla, that are the technical gatekeepers of the ecosystem – and they set yet another layer of their own rules for who brands can reach and what those people will experience.

Many days later, the brand's audience will be populated in their account on their digital platform of choice. But it's often unclear what happened at the onboarder or browser stages, how matches have been made, and precisely who brands will be reaching when they do activate their audiences on that platform.

## Giving control back to the brand

We think it's time to give control back to the brands that own the audiences. So we're offering an alternative, more direct route for those who are frustrated with messy, slow, non-transparent audience onboarding and want to take ownership of the process themselves.

Our Direct Connectors solution enables brands that use Acxiom for services such as identity resolution and enhancement to then pass audiences directly to their chosen publisher platforms, removing the non-transparent hops and stops along the way. We're working really closely with our publisher partners to ensure brands are not only reaching the right people – their customers – but that those customers are having the meaningful experiences the brand intends.

### Benefits of the new approach include:

**Precision:** deterministic matching occurs between the Acxiom Addressable Universe and the publisher's authenticated user base, so brands know exactly who they're talking to.

**Speed:** 90% of audiences are populated in the brand's account on the publisher platform within 48 hours, so there's no waiting around to onboard a new segment.

**Control:** with a direct approach there's no reliance on third-party intermediaries or on the cookie ecosystem, so brands have full control over what happens to their data from start to finish.

## Beyond simple advertising

There are multiple use cases for this new approach beyond reaching the right audiences with relevant advertising. Imagine, for instance, a financial services brand running a prescreen campaign for credit cards or loans based on the recipient's credit status.

With the cost of direct mail increasing, digital prescreen solutions are an increasingly popular way to reach larger audiences at a reduced cost. But by nature, digital prescreen campaigns rely on the brand being confident

about who they are talking to. Sending prescreen loan offers to the wrong people because they have a similar name, email address, and physical address as the brand's intended recipients could have disastrous consequences – both financial and reputational.

## Take ownership of onboarding

If your brand wants to confidently connect with customers in the digital spaces where they spend their time and deliver the meaningful experiences that will help you acquire, retain, and grow customer relationships, get in touch to find out more about our Direct Connectors solution – **info@acxiom.com**.
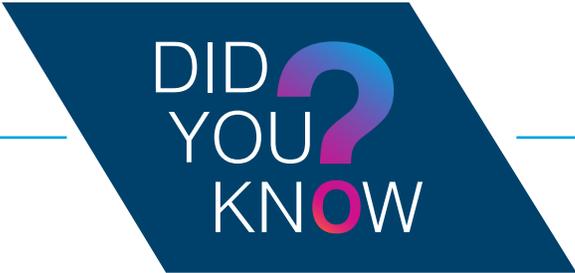
**DID YOU KNOW?**

...you can get a 20-30% improvement in marketing efficiency and cost management when you take a people-based approach with Acxiom.

# DIRECT CONNECTORS

## DATA

Acxiom's Addressable Universe provides insights on 340 million marketable individuals, more than 900 million email addresses and 220 million phone numbers to maximize reach and precision.

- **Redefines your marketable customer base with a focus on addressabi**
- **Provides the best and most recently verified information for a person's record**
- **Improves ROI by expanding touchpoints and enhancing analytic potential**

## TECHNOLOGY

Acxiom's precision connectors remove the intermediary, provide accurate direct PII syncing and quickly deliver data to marketplace endpoints.

- **People-based, transparent syndication**
- **Speed-to-platform with audience delivery within 48 hours**
- **Futureproofing against third-party cookie depreciation**

## ORCHESTRATION

Acxiom Service Model: Start to Finish

**Expertise • Proactive Management • Accountability**

- **Goal Alignment**
- **Consulting**
- **Execution**
- **Results and Refinement**

## SUMMARY: ACXIOM DIRECT CONNECTORS

Take Control with Full Data & Process Transparency

**MORE PRECISE**
Deterministic match from Acxiom Universe to Authenticated users

**FASTER**
90% of Audiences on platform in 48 hours

**DIRECT**
No reliance on intermediaries or the cookie-ecosystem

### PEOPLE-BASED, DIRECT TO PUBLISHER PLATFORMS

amazon ads • DIRECTV • f • VIANT.
Google • theTradeDesk • Pinterest • CADENT
verizon • COX • dish • SAMSUNG Ads • yahoo!
Snapchat • Charter Spectrum • Twitter • LinkedIn • COMCAST

# As it relates to identity, what does being future focused mean to Acxiom?

"Being future focused on identity means understanding the future of identity lies in making identity resolution more readily accessible across enterprises in ways that make it universally used.

And for us, that road lies through cloud re-platform of our identity solution and an architecture that allows brands to leverage identity resolution on demand without the exchange of PII and without moving their data. This is the architecture we believe in, it will enable enterprises to use the technology more broadly across all of its applications and all parts of organization that could use a solid identity backbone."

**Mike Lukaszevicz**

SVP of Engineering,
Global Data & Identity Products
Acxiom

# Identity Optimized Paid Search

## Challenge

A national financial services brand relies on loading Google IDs to Google search conversion API for search optimization. As third-party cookies deprecate, only half of converter Google IDs were being captured, resulting in incomplete data for search optimization.

## Description

Acxiom built a private ID graph using the RealID solution suite. This fully customized, first-party graph is not reliant on third-party cookies or other ad-tech identifiers. The first-party tag rTAG captures Google IDs, and an Analytic ID is used to stitch paid media to owned media, completing the measurement loop.

## Business Outcome

Doubled Google ID capture, resulting in a full picture of conversion performance for search optimization. In-market testing also proved out a significant lift in campaign performance across multiple LOBs at the bank resulting in near 10% increase in new accounts.

**~10%**
Increase in new accounts

# How it Works

1. rTAG – a first-party tag unique to the bank is placed on all bank.com pages (owned media), in paid media and interstitial pages / re-direct pages

2. When search ad is served, rTAG fires upon a click and captures Google IDs

3. When visitor arrives at bank.com Google IDs is associated with ad impression and visit

4. rTAG's Analytic ID is used to stitch paid media Google IDs to owned media conversion

5. Google IDs passed to Google for search optimization



BANK PRIVATE GRAPH
Customer & Prospect

MARTECH

rTAG

Bank's 1st PD

3rd PD

bank.com

Google GCLID

rTAG

ADTECH

rAPID Data Store & API

Bank's Analytic Environment

## REAL IDENTITY SOLUTION INCLUDES

- rTAG implemented on owned media
- rTAG implemented in paid media
- Offline identity management
- rAPID data store

acxiom

Financial Services

Real ID Drives Search Optimization

# A SPOTLIGHT ON
# DIGITAL IDENTITY

## Best Practices for Brands:

| | | | | |
|---|---|---|---|---|
| Grow the scale of your first-party data. | Enhance recognition of your customers at every interaction. | Personalize and optimize the user experience with third-party data. | Maximize reach across publishers and ad platforms. | Attribute and measure to gain a comprehensive understanding of your media buys and marketing efforts. |

## Step 1 — Collect and consolidate more first-party data to achieve scale

**HOW?** **Implement a true first-party tag for owned media.**

Acxiom's rTAG writes the first-party data directly to your domain in a dedicated real-time datastore in the cloud. Acxiom ensures that your data remains separate and not shared with other brands. Our tag captures every consumer interaction, regardless of the browser or device they use. Even when visitors don't authenticate during their first visit, their data is saved for future use. The rTAG sets a persistent first-party cookie that can last for up to 10 months, surpassing the limitations of browser caches. This extended period is essential to maintain identity persistence throughout the entire customer journey.

## Step 2 — Collect digital signals on paid media

**HOW?** **Integrate rTAG into your paid media executions, maximizing attribution.**

rTAG accompanies every paid media impression, providing full visibility into view-through impressions, not just click-through impressions. Using this approach, clients have achieved four times the resolution of site visitors and four times more data for attribution and marketing credit.

## Top rTAG business outcomes

| More robust first-party data supports closed-loop measurement | Improved multi-touch attribution | Enhanced targeting | More precise personalization |
|---|---|---|---|

## Step 3 — Integrate rTAG data into your 1P Identity Graph

**HOW?  Acxiom brings the same world-class hygiene and linking services performed on offline data to digital data.  We validate and standardize your first-party data before resolving it. With over 50 years of experience, Acxiom provides additional contact points that your customers haven't made you aware of, including email addresses, phone numbers, and enhanced delivery point data. This ensures you can reach your customers wherever they are.**

This identity resolution capability is Real Identity. Real Identity allows you to consider all your data sources, including non-standard inputs specific to your brand. We understand that each brand has proprietary IDs embedded within critical applications in their marketing stack, such as customer numbers, loyalty IDs, customer service IDs, and policy holder IDs. Real Identity enables the leverage of all data in your private identity graph, combining and augmenting your first-party data with our third-party data and rTAG data. We analyze the signals and touchpoints left by your customers across various channels and configure rules to unify your customer data with the utmost accuracy and precision.

We utilize a combination of deterministic and probabilistic graph logic, depending on the available signals for resolution. Ultimately, we provide you with a master key ring, offering unified views of your customers and prospects at the persona, device, and household levels. This view covers known and pseudonymous datasets, terrestrial PII, and digital data. We assist you in embedding this unified view into your existing marketing applications, advertising platforms, and operations systems, bridging the gaps between disparate silos.

## Step 4 — Enrich your data

**HOW?  Acxiom can enrich your unified portraits with Acxiom's extensive demographic, behavioral, and propensity data.**

Understanding more about your customers and prospects beyond their devices and touchpoints is crucial for improving the customer experience, even in the awareness phase of their journey.

# CONCLUSION

Having an accurate and persistent first-party identity graph is crucial for accurate performance measurement. By integrating your own first-party tag into your owned and paid media, every interaction can be tied to business outcomes. Combined with third-party identity and enrichment data, your unified private identity graph provides insights into the full customer journey and should be the foundation of your marketing and technology stack.

Learn More

# The Reality Behind CDPs & Identity

**CDPs aren't cut out for enterprise identity. And with the right identity solution, they don't need to be.**

Brands need a robust identity strategy. It's the only way to know who their customers are and create relevant, personalized experiences that help them acquire, grow, and retain those relationships.

But a misconception we come across (on an almost daily basis) is that brands think they don't need an enterprise identity solution because they're using, or at least considering using, a customer data platform (CDP). We hear the same thing about a few other marketing technologies too, but it happens most often with CDPs, so let's focus on those for now.

It's not hard to see why so many brands think CDPs will meet their identity needs. At a basic level, CDPs are designed to unify customer data from disparate systems, which requires some form of key or identifier. So, many brands assume these platforms have enterprise identity baked in.

But identity is generally not a strength of CDPs.

This is not to be negative about CDPs – far from it. In fact, we believe every brand should invest in one to achieve unified, accessible first-party customer data. We actually partner with some of the biggest names in the CDP space (such as Salesforce, Sitecore, and Treasure Data) to help brands implement, optimize, and operate those platforms.

Most CDPs simply aren't designed to support enterprise identity — they were never intended for that purpose. If your brand doesn't integrate your CDP with identity at the enterprise level, there's a risk it will become yet another data silo and will achieve mediocre performance at best.

**To maximize the performance of your CDP, you need to extend its capabilities with an enterprise identity solution, including a brand identity graph.**
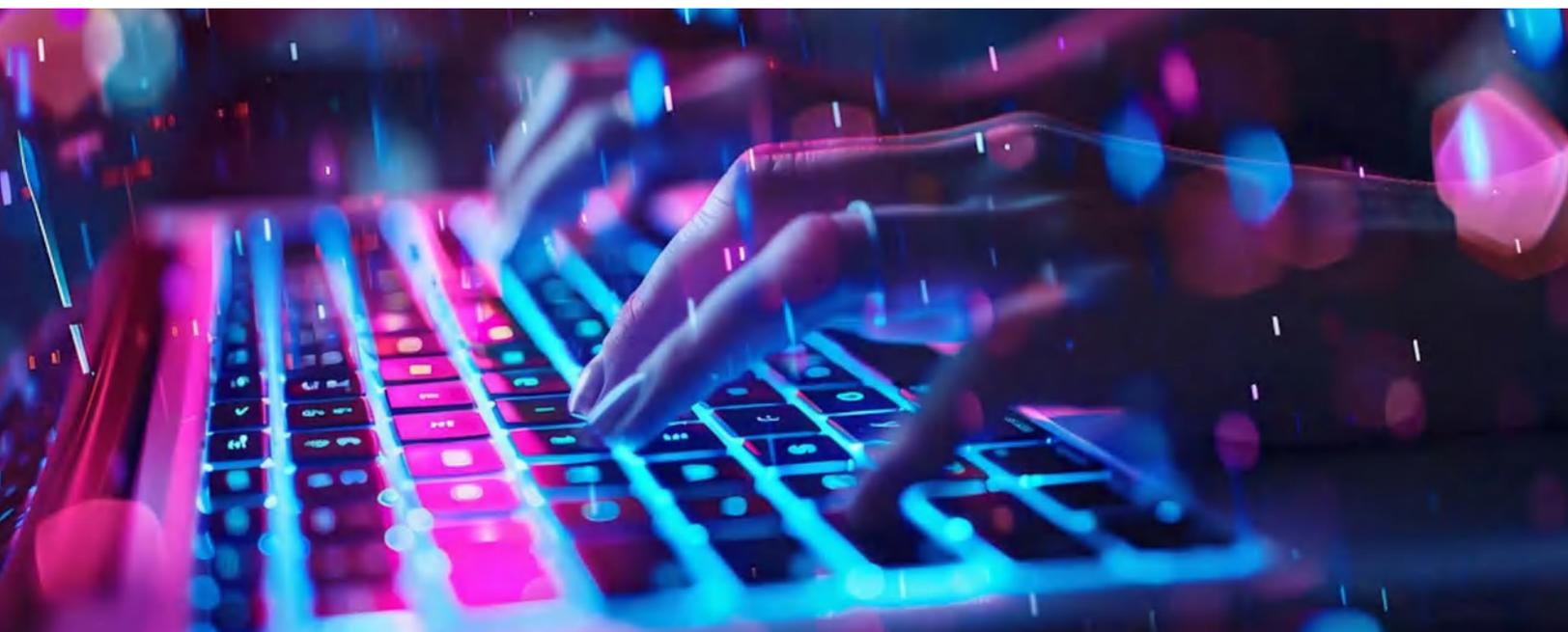
Let's examine why.

## You get to know customers at the person level

CDPs typically approach identity using basic, deterministic matching of whichever identifiers they can directly observe in the brand's first-party data, at a particular point in time. They might look for the same cookie, the same device ID, or the same email address, for instance. This easily leads to undermatching, where one individual has multiple profiles, or overmatching, where multiple people are grouped together under one persona.



### Under and overmatching

Imagine, for example, that Sam signs up for a loyalty program in store using one email address and then, some weeks later, signs up for marketing emails from the same retailer using a different email address. A CDP is likely to create two different personas for Sam, leading to disjointed and frustrating brand experiences, such as ad bombardment.

Equally, when Sam's partner Lindsay uses a laptop they share to also sign up for email marketing from that retailer, a CDP may well see the same device ID and assume it is the same person. The CDP will then link Lindsay's record to Sam's second persona, rather than creating a distinct identity that would enable experiences that are relevant and personalized to Lindsay.

When your CDP is integrated with an enterprise identity solution that uses more sophisticated matching and a brand identity graph, it has real-time access to far more touchpoints for potential matches beyond the information it can directly observe. It can see that one individual has multiple email addresses, or that a single device is used by multiple people. This means records can be linked far more effectively and accurately to enable person-level identity.

An identity graph also enables the CDP to recognize the relationships that exist between people, for instance within households, helping your brand deliver experiences that really make sense for each individual.

### Identity terms defined

**Deterministic matching:** Assigning identity by establishing an exact match between two pieces of data such as a full name, email address, or mobile number.

**Probabilistic matching:** Assigning identity based on a wide variety of data signals and connections that infer who the individual is likely to be.

**First-party identity graph:** A private graph, unique to a brand, linking first-party data and third-party insights with customer identifiers to enable consistent cross-channel experiences.

**Referential identity graph**: A third-party reference graph providing non-intuitive connections that aren't evident in a brand's first-party data.

**Enterprise identity:** A single, connected identity solution across a brand's entire enterprise, available to any department (e.g. marketing, operations) in order to enable a complete and consistent customer view and understanding.

## You have more complete data on which to base decisions

As we mentioned earlier, CDPs generally only use a brand's first-party customer data. This data is, of course, incredibly valuable for understanding the customer's relationship with the brand, but it is often incomplete and only delivers a limited snapshot of that customer.

When you use an enterprise identity solution alongside your CDP, you can make the most of your valuable first-party data by supplementing and enriching it with additional information. You could, for example, use third-party referential graphs containing data about households, nicknames, or married and maiden names to ensure your data is complete and improve matching capabilities.

These third-party referential graphs are created by vendors who gather deterministic links from many different sources, or who observe visitors of popular websites, or users of popular mobile apps, to capture huge volumes of behavioral data.This enables them to probabilistically (and ethically) link interactions across channels and devices, where no connection would be evident in a brand's own first-party data.

## Filling the identity gaps

To understand the incremental lift a brand can achieve using an enterprise identity solution, we analyzed almost 14 million first-party data records from a well-known retail brand that had decided to use a CDP alone to support identity and marketing requirements but wasn't satisfied with the results.

We found significant gaps in the data such as:

- Email address-only records, with name and address fields left blank
- First name left blank or initial only
- First name only with no last name populated

All these issues presented a significant hurdle to effective matching but could be largely overcome using an enterprise identity solution.

When we applied record completion to append addresses to records with blank fields, we were able to enhance 39% of incomplete records. This one small example illustrates how this retail brand is missing out on vital customer insights by relying on first-party data within a CDP and not using an identity solution with referential graphs to create more connections.

An enterprise identity solution can help improve the overall quality of your brand's first-party data through cleansing, correction, and completion – standardizing and validating information so it can be better used to deliver personalized, relevant experiences.

# You benefit from a broader, more holistic customer view

Every type of marketing technology has its individual strengths, and for CDPs one of those strengths is bringing together data at a particular moment in time to power a specific decision or interaction.

But when it comes to identity, this strength can also be considered a weakness. CDPs were never designed to replace longitudinal databases with contextual information that provides a more holistic understanding of the customer. Their simplistic approach to creating a single in-the-moment customer view means the output is often incomplete or inaccurate, so it can't be used to drive performance over time.

Records in a CDP are restitched daily with no historical context, which can result in marketing that ignores lifestage considerations and lifestyle factors that may be vital to delivering exceptional customer experiences, and maximizing your brand's return on marketing investment.

When a CDP is used in tandem with an enterprise identity solution, these issues can easily be overcome. Brand identity graphs have persistent person-level identifiers and take historical context into consideration when they are updated, resulting in enriched personas and increased customer intelligence accuracy, so you can gain a holistic understanding of your customers and engage with relevance.

## You have visibility across the full customer journey

CDPs are able to collect customer data across your brand's owned properties, such as your website, your mobile app, and your marketing emails. But this is a relatively narrow view, meaning you only have limited visibility into the customer journey.

By using an enterprise identity solution alongside your CDP you can expand your customer view with first-party tagging. This enables you to collect data across paid as well as owned media, allowing you to see and orchestrate the full consumer journey, from the initial awareness stage all the way through to purchase and loyalty.



## Where is your brand with CDPs and identity?

A CDP is quickly becoming an essential part of every brand's marketing toolkit, but adoption varies greatly between brands and sectors. Are you already using a CDP but not getting the results you hoped for? Or maybe you're only just considering which CDP to choose and are exploring the identity capabilities it can offer?

Wherever you are on the CDP adoption journey, why not get in touch with Acxiom for an identity health assessment and find out how your current identity strategy holds up? We can show you the type of customer intelligence you are getting (or would get with any marketing technology you are considering) and explore how that could be enhanced with the right identity solution.

Talk to one of our identity experts to find out more.



**Learn More**



# ACXIOM

# REAL TALK
## ABOUT
# REAL MARKETING

An Acxiom podcast where we discuss marketing made better, bringing you real challenges and emerging trends marketers face today.

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# Transform Your Marketing Analytics Strategy

With Insights From The Winterberry Group's Latest Study: From Data to Insight: The Outlook for Marketing Analytics.

**With brands projected to invest an additional $10 billion in marketing analytics and data infrastructure by 2026, analytics has quickly become the dynamic force behind the most successful advertising campaigns. But it's no longer enough to simply integrate analytics into your marketing strategy. The new question is: How can you effectively harness this powerful capability to drive meaningful engagement with people and elevate your marketing initiatives?**

The research, based on 2023 survey findings of 200 US and European marketers, along with interviews conducted with industry experts, examines, and defines the present and future state of marketing analytics as well as use cases, industry challenges and factors for success as demonstrated by companies that are utilizing analytics most effectively. Winterberry Group forecasts that spend covering marketing analytics and data infrastructure is expected to grow from $22 billion in 2022 to $32 billion in 2026 in the US, UK and EU.

Acxiom sponsored The Winterberry Group's comprehensive study, From Data to Insight: The Outlook for Marketing Analytics, an essential guide to help marketers navigate the complex world of analytics by exploring its current state and future potential.



Learn More
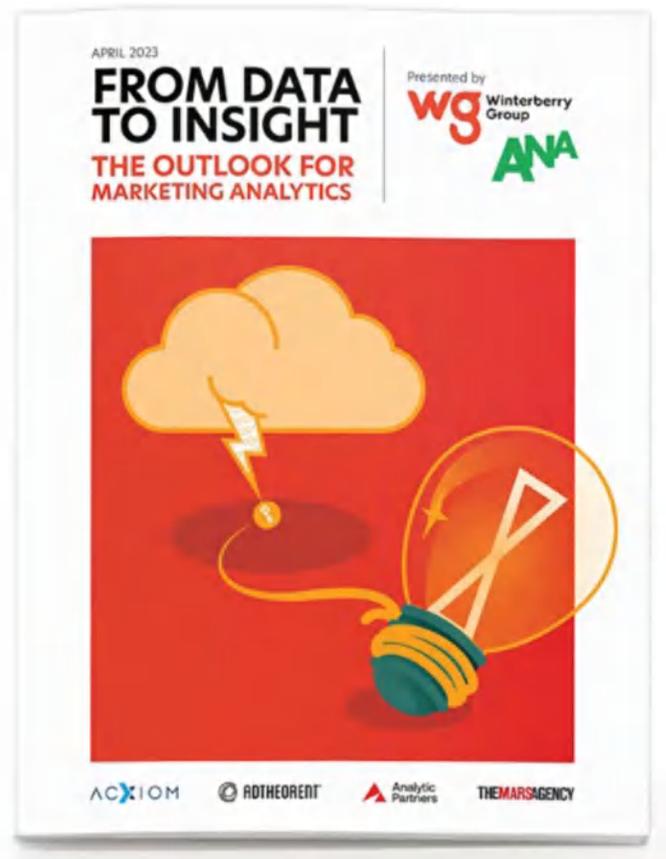
# Executive Summary

> The use cases for analytics are expanding across companies and marketing teams, driven by rapid advances in technology, a proliferation of customer touchpoints and a heightened need for faster and better data-driven decision-making. There are significant obstacles to growth, however, as the loss of data identifiers, privacy regulation and entrenched organizational cultures force marketers to innovate in understanding what drives value. These challenges will be overcome as marketing art and science converge, resulting in more widespread use of analytics to innovate how companies identify, understand and engage with prospects and customers.

**Analytics maturity among marketing organizations is a work in progress, with 47%% of organizations reporting themselves as either Emerging or Progressing, and only 10%% having moved to leader status.** The research identified maturity levels based on the complexity and type of use cases for which the organization leverages analytics. The results indicate that most marketers have evolved beyond descriptive analytics and are now leveraging predictive and prescriptive analytics to drive decision-making - with European marketers evolving more rapidly as a result of limits on data availability.

**The primary analytics use cases focus in five areas: audience intelligence, the customer journey and experience, commerce, creative and content, and media measurement and attribution** where marketers utilize analytics to better leverage the vast amount of data to understand, predict and optimize their decision-making.

**Media measurement and attribution remains a challenge despite being a priority for marketers.** Media measurement and attribution is one of the most prevalent areas for marketing analytics, despite the challenges posed by cookie deprecation, the resulting lack of standard identifiers and the growing number of data privacy regulations. The future state solution will most likely involve elements of econometrics-based marketing mix modeling, as well as deterministic and model-based attribution solutions from a range of open and closed sources.

**Marketers' sophistication in using analytics to improve creative and content development is growing rapidly and approaching a key inflexion point.** Analytics are helping to drive evidence-based creative decisions that are increasing customer engagement and conversion rates. More than one third of Winterberry Group survey respondents said they were either leveraging prescriptive analytics to curate the creative assets driving the most performance or leveraging adaptive and autonomous analytics to analyze data and generate/curate content and creative based on predetermined parameters. This will accelerate very rapidly as generative AI matures into embedded solutions.

**Analytics Leaders demonstrate comprehensive strategies across the core organizational components:** data, technology, organization, processes and partnerships. The sourcing, collection, accuracy, governance and storage of data is a prime differentiator for brands that effectively use marketing analytics. Among Winterberry Group survey respondents, 45% of companies defined as Leaders said that standardized processes exist for information gathering and sharing across the organization, versus just 20% of companies characterized as Laggards.

**The skills gap is still a challenge, but its impact is weakening:** As technology adoption spreads, critical challenges inhibiting analytics maturity include the lack of centralization of the analytics function across the organization and the lack of talent availability. Ultimately the difference between the leaders and those who are emerging or lagging is a skills gap, one that will take a concerted investment in the benefits of analytics in driving outcomes to resolve. Meanwhile, nearly 75% of all respondents are leveraging third party provider support to bridge the gap.

**Data aggregation, quality and security lead analytics-related spending priorities.** Both US and EU marketers have identified data aggregation from multiple sources, data quality and data security as priority investment areas to improve the effectiveness of their analytics efforts. Other spending priorities include investments in data management technology and selecting the right analytics tools.

**Spend on marketing analytics and data infrastructure will reach $32BB in 2026:** Spending on data and analytics infrastructure is expected to grow at a CAGR of 10% from $22 billion in 2022 to $32 billion in 2026 in the US, UK, and EU. Technological advancements and process improvements have enabled businesses to achieve more with less reliance on people, empowering business analysts and engineers to leverage readily available technology, while reducing reliance on individuals with advanced degrees and offshore talent.

# Why Brands Should Be Paying Closer Attention to Gen Z

**Larry Bevens**
Principal Consultant, Financial Services Solutions
Acxiom

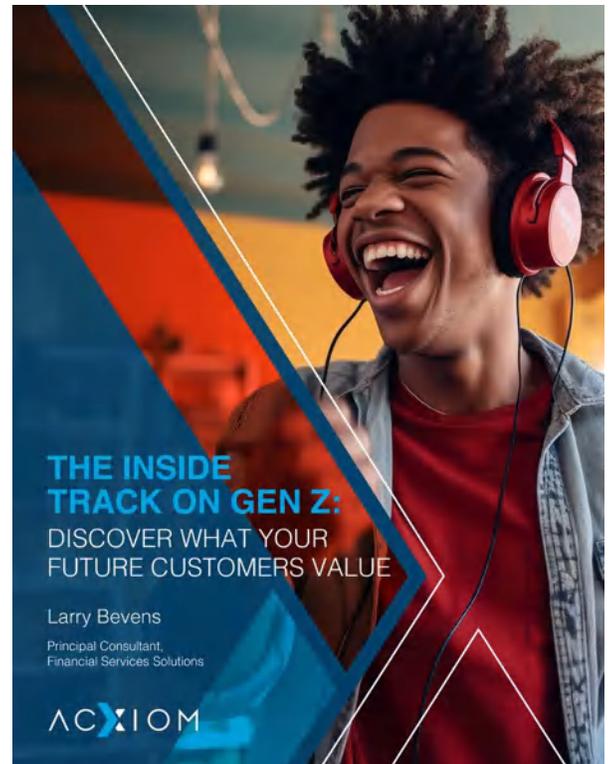Why should brands make an effort to get to know Gen Z?

It's a simple question with a seemingly simple answer: As the largest generation in the U.S. Gen Z is set to be a brand's biggest audience. Gen Z may not be on your brand's radar just yet, but as its members continue to emerge into adulthood and their buying power increases, it certainly will be soon.

But there's also a more complex answer to the same question.

It's easy to look at any emerging generation and assume it's just a younger version of what came before – perhaps with different hair styles, inexplicable music tastes, or questionable fashion sense.

However, with Gen Zs there's been a step change. They've been born into a completely different world – a digital world of endless complexity and contradiction. They're growing up with the expectation of seamless, digital-first experiences tailored to the individual. With zero tolerance for substandard experiences, Gen Zs may give brands only one shot at engaging them.

In this context, it's vital for brands to take the time to understand Gen Zs, the world they're experiencing, and their values and behaviors. For brands to succeed tomorrow, they need to identify, understand, and engage Gen Zs as they start their customer journey today.

**THE INSIDE TRACK ON GEN Z:**
DISCOVER WHAT YOUR FUTURE CUSTOMERS VALUE

Larry Bevens
Principal Consultant,
Financial Services Solutions

ACXIOM

Learn More

Let's explore some of the contextual factors that set Gen Z apart:

## No-fear digital natives

Gen Zs are truly digital first. While other generations are adopting and adapting to technology, most Gen Zs have never known a time when a smartphone wasn't within reach.

This doesn't just mean they're good with gadgets, although – let's be honest – they are. It means their entire lives are conducted in the digital realm. Socializing happens online – whether through social media platforms, instant messaging, or virtual gaming environments – and everything Gen Zs need to manage their lives is on their mobile device.

It also means they have access to a far greater range of content than previous generations. Whether for entertainment or information, ubiquitous digital and mobile connectivity provides a gateway to anything and everything. Gen Zs often rely heavily on the recommendations of trusted online influencers to help them navigate this endless sea of information and make choices about what to watch, buy, or believe.

## Identity and acceptance

In this world where everything is at their fingertips, it's easy to assume Gen Zs are better informed, which could – in turn – make them more understanding and accepting of others. On the other hand they are maturing at a time when opinions are increasingly polarized, media is divisive, and social echo chambers make it hard to achieve a balanced view. All this has the potential to make Gen Zs less tolerant.

Many were figuring out what's important to them during the COVID era. This limited their real-world social interactions and may have delayed establishing their sense of self, but it equally could have made them more grounded and compassionate than older generations. Overall, the boundary-less virtual and digital worlds Gen Zs inhabit seem to make it easier for them to connect with like-minded people and find acceptance without being restricted by physical geography.

## Economic headwinds

Finally, Gen Zs are emerging into adulthood during a time of economic uncertainty with rising inflation and sky-high living costs. The fact that their median household income is around 25% lower than the U.S. average isn't unexpected given they are the youngest generation, but it will make it harder for them to establish themselves in this unstable environment.

Gen Zs often hit traditional milestones later than their predecessors – whether due to increased parental support or pandemic-related delays. This could mean they are more mature as they start their first job, or move out of the family home to rent their first apartment. But it could also impact their access to traditional credit markets and advanced banking products, leaving them widely underbanked.

## Getting to know Gen Z

To help brands understand Gen Zs (and ultimately help Gen Zs find their brands), we've analyzed Acxiom InfoBase® data from more than 16 million U.S. households headed up by Gen Zs.

The result is our new report, The Inside Track on Gen Z. It features 10 top insights on Gen Zs, from their entertainment choices, financial priorities, and shopping habits, to their living situations and their attitudes about health and data privacy.

Take a look for yourself, and gain the intelligence your brand needs to acquire, retain, and grow relationships with this unique generation.

DID YOU KNOW?

...95% of our clients renew their contracts with us.

# How well do you understand your customers?

## Acxiom's first annual customer intelligence survey

### Tate Olinghouse
Chief Revenue Officer
Acxiom

It sounds like a simple enough question, but in today's increasingly complex and competitive market, the answer could be the difference between success and failure, profit and loss.

The challenges facing brands are momentous. While consumers still have money to spend, rising prices mean brands are competing fiercely for a shrinking number of transactions and are having to work harder to move from conversions into relationships. At the same time customer expectations for personalized, meaningful experiences are skyrocketing. Brands need to enable these experiences across a continually expanding range of online and offline channels, all while navigating a changing privacy and identity landscape.

The stats are clear. Almost 90% of consumers think the experience a company provides is as important as its product or services. And three-quarters expect brands to understand their unique needs.[1]

The only way to meet these high expectations is by gaining indepth knowledge of the customer – what they want and how they behave – through data-driven Customer Intelligence (CI).

The pressing need for an effective CI strategy won't be news to the majority of brands. Most already know that using data to understand people can help them acquire new prospects, retain existing customers, and grow trusting relationships.

But they also know how hard implementing CI across an organization can be. The ongoing expansion of digital channels provides an exciting opportunity to really get to know their customers, but it also means wrangling a mass of complexity, fragmentation, and siloed data. The data exhaust generated by a customer's digital interactions is massive –

and continually growing – so determining which data points really matter and which can be ignored is a difficult task in itself.

A proliferation of technologies designed to make sense of various data types can just add to the challenge if they're not integrated effectively and used to create a single customer view. The journey to CI maturity is a long and complicated one, and it isn't always easy to determine what point a brand has reached. So, we commissioned a study from international strategy and research agency MTM to build a detailed view of the market and uncover how brands across the US and the UK are really making use of data-driven intelligence.

Rather than just exploring their views on CI, we aimed to dig deeper and discover the quality of the data brands are using, as well as what infrastructure is in place to support intelligence. We wanted to find out whether customer insights are actually driving strategic decision making and how they are ultimately translated into action.

This report is the result, and it reveals a fascinatingly nuanced picture of the intelligence landscape. It explores multiple facets of CI maturity and gauges where brands sit in that complex journey.

It also explains what they need to do to move forward to a point where they can engage customers on their own terms through personalized, relevant, and respectful experiences. In short, where they can use CI to differentiate their brands and gain a competitive advantage.

I'll ask the question again. How well do you understand your customers?

It's time to find out.

CUSTOMER INTELLIGENCE:

# How well do you understand your customers?

People love to buy from brands they trust. And brands know customer intelligence (CI) builds trust by enabling relevant, personalized conversations and experiences.

But there's a gap between what brands know and what they do.

We surveyed 200 US and UK brands to understand where they sit on the journey to CI maturity.

Only 4% are using CI to differentiate their brand and gain a competitive advantage.

| | |
|---|---|
| Exploring | 10% |
| Developing | 48% |
| Maturing | 38% |
| Differentiating | 4% |
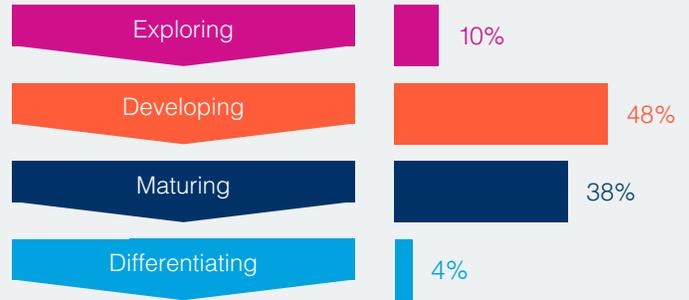
Looking at the four pillars that support any effective CI strategy the picture is more nuanced:

● Exploring   ● Developing   ● Maturing   ● Differentiating

### Data Health

| Exploring | Developing | Maturing | Differentiating |
|---|---|---|---|
| 9% | 39% | 44% | 9% |

### Strategy and Mindset

| Exploring | Developing | Maturing | Differentiating |
|---|---|---|---|
| 10% | 52% | 30% | 8% |

### Operations and Support

| Exploring | Developing | Maturing | Differentiating |
|---|---|---|---|
| 22% | 29% | 34% | 17% |

### Analytics and Enablement

| Exploring | Developing | Maturing | Differentiating |
|---|---|---|---|
| 25% | 41% | 25% | 10% |
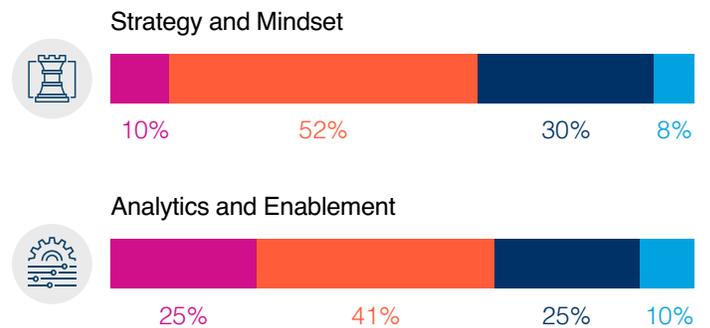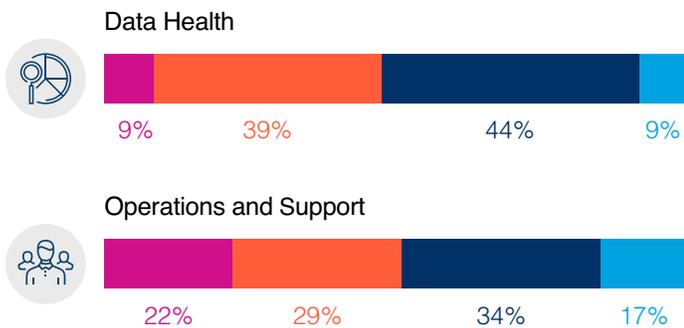
Higher maturity in data health and operations suggest brands are collecting data.

Lower maturity in the other pillars suggest they don't know what to do with data once they have it.

## Check out Acxiom's first annual CI survey to discover:

- Where today's brands sit on the journey to CI maturity.
- Real-world lessons from industry experts.
- What best-in-class looks like in each of the four pillars.
- A roadmap for using CI to drive competitive advantage.

acxiom.com/customer-intelligence

Learn More

# As it relates to data privacy, what does being future focused mean to Acxiom?

"I think being future focused on data privacy means anticipating and preparing for evolving challenges and opportunities in the realm of data protection.

Among other things, it means anticipating technological advancements and staying informed about emerging technologies and how they may impact data collection, use, and storage.

I think it means staying abreast of changes in legislation, regulations, enforcement, and case law so you can proactively ensure your organization remains compliant. And I think being future focused on privacy means investing in data ethics and the ethical use of data, making sure your use of data is fair, responsible, and transparent.

So, at the end of the day, I think being future focused means being proactive about the changing landscape and being willing to invest in privacy and governance to ensure that individuals' privacy are protected and your organization maintains trust."

**Jordan Abbott**

Chief Privacy Officer
Acxiom

# 3 Data Privacy Principles to Adopt Now, Even While Governments Still Debate

## Jordan abbott
Chief Privacy Officer
Acxiom

**Data privacy and security legislation are complex, confusing, and constantly evolving. So while governments debate the issues, brands are feeling lost and in limbo – unsure of what to do. Jordan Abbott, chief privacy officer at Acxiom, offers three principles brands can embrace today, confident that they'll keep them in good stead for the future of data privacy.**

Complex legislation takes a long time to come together, and it doesn't get much more complex than data privacy and security law.

In the US, Acxiom has been calling for a national data privacy law since 2004. But instead, a confusing patchwork of state legislation has emerged over the years. And the rules that govern cross-border international data transfers only compound that complexity, as we're seeing with the recent introduction of the EU-US Data Privacy Framework in response to the invalidation of Privacy Shield and Safe Harbor. And that's just focused on EU personal data. Other countries are also following suit.

## Brands risk getting stuck in data privacy limbo

One of the biggest problems, as I see it, with the slow speed of legislative progress is that many brands feel stuck in limbo. Without clear direction from governments, they're left uncertain about how to proceed with their own data privacy and security initiatives.

So, what often ends up happening is they simply don't act on these extremely important issues at all. Complexity leads to paralysis and procrastination. Then, when laws are ultimately passed and change is mandated, brands find themselves lagging with lots of catching up to do.

It's a dangerous position for any brand to sleepwalk into, and it's only going to get worse as the data privacy stakes rise in the new world of AI and its many potential applications for personalized marketing.

## The time to act is now

The good news is brands don't have to be in a bad position. Yes, these issues are extremely complex and legislation will take time. But it's more important than ever to design your own systems to protect individuals and – as a result – to protect your own brand's future.

While governments are struggling with the finer details, you can get ahead with your own ethical approaches to data protection by design.

Here are three steps you can take now, with a good degree of confidence, to ready yourself for the ongoing evolution of the data privacy and security landscape.

## Three low-risk, high-reward practices around data privacy and security

### 1. Build a foundation of fairness

Fairness is one of the most powerful guiding principles any brand can adopt for its use of data, but what does it

mean in practice? On the one hand, it's about considering how you're using not just data but the tools and technologies that help you harness data in your marketing and decision-making.

On the other hand, it's important to remember we're not just talking about one moment in time, like the moment when someone gives you their data, or the moment of an interaction between them and you, in a store or on your website. It's about the potential implications that these moments can have down the line. Could it lead to an unfair, harmful, or discriminatory outcome for them? Could it keep them from getting credit? Or a job offer? Could it perpetuate a stereotype about a protected class of people? Building a foundation of fairness, for example, could mean implementing policies and procedures to regularly assess the data and tech you use to ensure they do not have a disparate impact on vulnerable consumers.

Fairness should be your foundation, and this applies to all sorts of impacts that might not be immediately apparent.

## 2. Maximize data transparency

We hear a lot about the need for transparency, especially in the context of the "black box" nature of technologies like AI. We must remain vigilant to keep unfair and hidden biases from creeping into learning models, whether it's a bias humans have, like confirmation bias, or the unwanted output of an algorithm. And brands will run into more intellectual property issues such as copyright protections – was the data rightfully yours to use in the first place?

But laying those issues aside (they're now table stakes), brands should be framing their approach around the question of an individual's reasonable expectations about the use of their data. Would they expect their personal information to be used, for example, to advertise based on their current location – or would they be surprised (and offended) by that? If they ask about your decision-making processes, would your company reasonably be able to explain why a certain inference was made? And have you given them control over how their data is used?

These are the kinds of issues brands need to get ahead of by building as much transparency into their data models and processes as possible.

## 3. Stop hoarding data

Marketers know the power of data in creating better experiences for people, but the most accomplished data-driven marketers know that too much data can be a bad thing.

It's not good to simply throw as much raw material into a data warehouse or data lake as possible, hoping to figure out what to do with it later. Today there's a recognized risk to holding on to too much information for too long – not just mismanagement or breach risks (the global average cost of a data breach this year was $4.45m), but also a greater focus is being given to the environmental impact of data storage.

As brands experience the diminishing returns of too much data and a growing awareness of the risks of data hoarding, we're going to see more effort channeled into data minimization initiatives.

## Safe bets for brands getting ahead on data privacy and security

If you feel like your business is falling behind on data privacy and security measures, you're not alone – and I wouldn't blame you for feeling a little lost in limbo. But while governments debate the issues and slowly pass new laws, you can still take action.
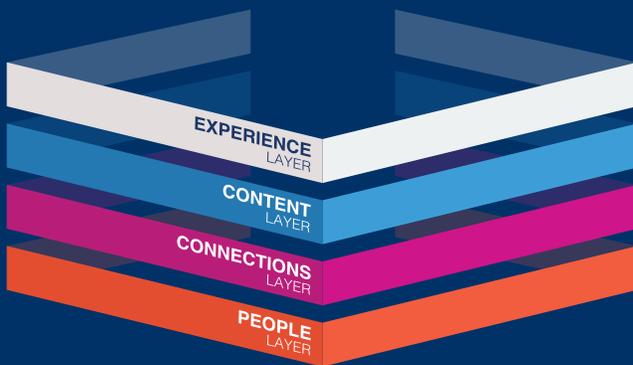
Some practices represent a good investment in your brand today, and they're likely to stay that way. Principles like fairness, transparency, using enough (but not too much) data, and generally treating other people's data the way you'd like your own to be treated are important.

They're not always easy principles to follow fully – but trust is hard won, and easily lost. Principles like these will build data trust in the longer term, and they're unlikely to go out of fashion with your customers any time soon.

## ACXIOM | An IPG Company

We bring together data with identity, tech and expertise to deliver connected data foundations to power acquisition and customer growth

**Acxiom Powers The IPG Engine**

EXPERIENCE LAYER
CONTENT LAYER
CONNECTIONS LAYER
PEOPLE LAYER

Established practices & staff-augmentation resources skilled in partner platforms

ActionIQ   Adobe   aws

braze   databricks   Google

/LiveRamp   Pega   salesforce

SITECORE   snowflake

theTradeDesk   TREASURE DATA

# How we can help:

## Services

- Strategy/Consult
- Partner Platforms
- Martech/Adtech
- Campaign Mngt.
- Marketing Operations
- Architect

- Implement
- Integrate
- Privacy & Consent
- Cloud Migration
- Loyalty, Commerce

## Platforms

- Customer  Platforms
- Acquisition Platforms
- Enterprise Data Mngt.
- Analytic Platforms

- Data Clean Rooms
- CDPs
- Cloud Data Warehouse
- Data Lakes

## Identity

- Enterprise Identity Mngt-prospect/ customer
- Identity Resolution
- Data Hygiene
- Private 1st-party Identity graph

- Anonymous website visitor recognition and insights
- Record Completion Services

## Data

- Consumer Data
- Business Data
- Global Data
- Email & Phone append
- Acquisition Email
- Agent of Bureau

- Propensity Data
- Life Events
- Data Enhancement
- Precision Audiences
- 500+ Activation Destinations

## Analytics

- Analytics Platforms
- Campaign Measurement
- Marketing Measurement
- Data Science, AI/ML and Visualization
- Segmentation

- Journey Analytics
- Modeling: LTV, NBA, Look-a-like, in-market, etc.

**Advanced data ethics, governance, privacy, compliance, consent & security**

# Notes

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For more information, please
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