agenda

Acxiom Roadshow
Accelerate Acquisition

SoHo House, Austin • Wednesday, March 26

1:30 – 2:00 pm

Check In

Welcome

Tate Olinghouse
Chief Client Officer, Acxiom

2:00 – 2:35 pm

Unleash Data's Potential

Join a candid chat about the challenges marketing leaders face in today's changing environment and smart ways to put data to work to leverage its full potential to build brand differentiation.

Colin McCracken
Chief Revenue Officer, Mercury Financial

Tate Olinghouse
Chief Client Officer, Acxiom

2:35 – 3:10 pm

Unlock Speed to Value with Data and Identity

Learn how the right data and identity foundation can be the difference maker in acquiring the customers you'd love to have – and opens the door to increased ROI from your existing tech investments.

Katie Feuer
Vice President Client Growth Strategy, Acxiom

3:10 – 3:40 pm

Unify the Customer View to Drive Big Results – a Partner Spotlight

Discover how a leading cruise line transformed to deliver exceptional, personalized experiences aimed at turning customers into lifelong loyalists and brand advocates, using the Snowflake platform and strategic services from Acxiom.

Eddie Drake
Industry Principal, Snowflake

Mike Wagner
Senior Vice President, Industry Managing Director, Acxiom

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3:40 – 4:20 pm

Unpack Meaningful Acquisition Strategies

Smart, multi touch email strategies can help you find new customers in more efficient ways. Discover actionable insights from leading brands in financial services, auto, and travel, who have used a data-driven approach to improve results.

Carolyn Nye
Principal Sales Support Manager, Acxiom

Katie Feuer
Vice President Client Growth Strategy, Acxiom

Mike Wagner
Senior Vice President, Industry Managing Director, Acxiom

4:20 – 4:30 pm

Wrap Up

Tate Olinghouse
Chief Client Officer, Acxiom

4:30 – 6:30 pm

Networking & Cocktails