

Grow Faster with Customer Journey Insights

Enhance Adobe Customer Journey Analytics with Acxiom's privacy-compliant data and services, delivering real-time insights for smarter business decisions, faster time-to-market, and optimized customer experiences.

Key Benefits of Analytics Modernization:

Driving traffic and engagement:

Efficiently acquire customers and improve return on ad spend.



Delivering delightful experiences:

Enhance loyalty and customer engagement across owned properties.



Maximizing online sales and profitability:

Boost customer lifetime value.

Why partner with Acxiom?

CHALLENGES

Gain real-time insights for agile analysis and decisions

HOW WE HELP

We help you consolidate first- and third-party data across channels, devices, and teams to gain a holistic view of brand engagement.

Measure business impact of digital channels

Our privacy-conscious data and identity practices enable marketers to continuously improve analytic models and increase precision.

Upskill the team on a new way of working

Customer journey insights require a new way of working – people, workflows, KPIs, calculations. We'll help you understand each stage's impact in the full customer journey and train your team on new processes for sustainable growth.

Better understand website visitors to deliver the next-best action in real time

Leveraging our pre-built identity integrations, we help you to better identify, understand, value, and engage both authenticated and unauthenticated website visitors with relevant experiences and offers in real-time.

Client Spotlight

A home improvement retailer leveraged Acxiom's Adobe professional services team to migrate from Adobe Analytics to Adobe Customer Journey Analytics:

Key Insight: Prioritize ecommerce personalization as the most valuable channel in the buying experience.

Optimize Spending: Allocated \$1 million in media and channel spend more effectively based on insights from the full customer journey.

Faster Implementation: Reduced timeline by weeks thanks to proven data automation services.

Ready to migrate to Adobe Customer Journey Analytics?

We can help! Estimated timeline: 3-4 months

OUR APPROACH:



WHAT YOU'LL GET:



Contact us at info@acxiom.com to get started

ACXIOM