Acxiom + Adobe

From Months to Days: Revolutionizing Compliance and Scaling Personalization

In the pursuit of personalization at scale, marketers often face challenges with complex regulations and siloed processes across legal, marketing, and agency teams, delaying campaign go-to-market timelines by months.

Within Adobe Experience Cloud, Acxiom's Compliance Accelerator redefines the creative compliance process for regulated brands, reducing campaign timelines from months to days while enabling personalization at scale.
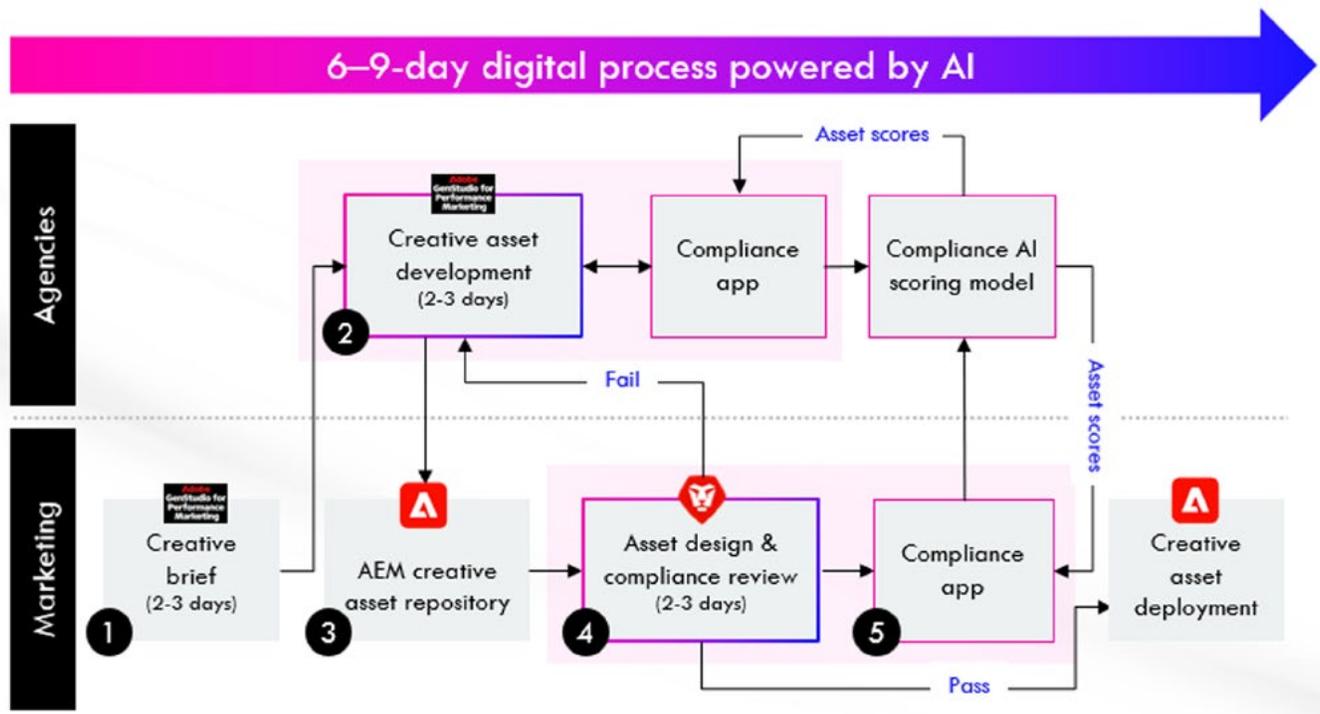
Benefits of Compliance Accelerator

Accelerates content production by automating legal compliance reviews.

Transforms siloed, manual operations into AI-powered, efficient workflows.

🔒 Supports compliance with industry standards and brand risk tolerance.

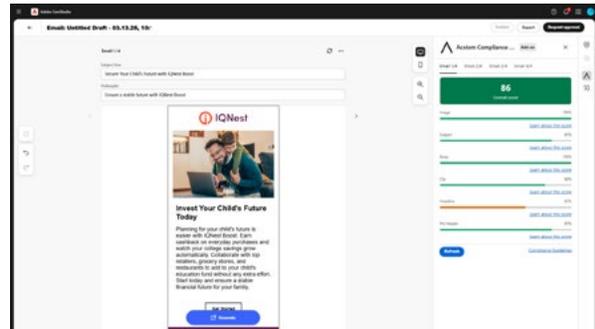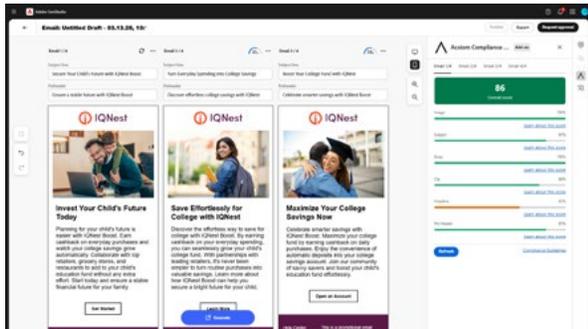⏱ Integrates with Adobe's content supply chain for faster reviews:

Adobe GenStudio for Performance Marketing	Adobe Workfront	Adobe Experience Manager

📋 Makes creative variations, scores content components, flags areas for human review and updates.

Acxiom helps brands thrive where creativity, compliance, and customer connection meet

Trusted by leading brands: We support marketing operations and compliance for 7 of the top 10 national retail banking brands.

Regulatory expertise: We help brands overcome challenges unique to regulated industries, delivering timely, compliant, and impactful campaigns.

Global collaboration: Backed by more than 55 years of expertise, our ethical data use methodology, and coverage in 35 countries, our solutions boost audience reach and can double recognition rates.

Cutting-edge solutions: We leverage Adobe's leading content and workflow management platforms to enhance efficiency, build sustainable processes, and accelerate innovation.

Unified teams for success: Our solutions align marketing, legal, and IT teams to operationalize innovative ways of working.
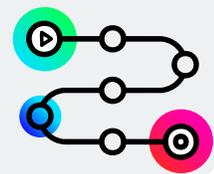
Ready to get started?

Complimentary workshop:
- Discuss compliance systems
- Operating model
- Technology solution

What you'll get:
- Recommended roadmap

Contact us at **info@acxiom.com** to get started

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AC–0562–25 03/25