Acxiom + Adobe

Adobe Solution Partner PLATINUM

Adobe Technology Partner PLATINUM

Move Smarter and Faster with Acxiom's Adobe Integrations

Imagine a world where Acxiom's trusted data and identity solutions are available in Adobe Experience Platform (AEP), empowering real-time marketing execution and elevated CX. With Acxiom's pre-built Adobe integrations, we make this vision a reality.

Our AEP integrations unlock critical marketing use cases:

Enhanced site personalization with Acxiom Digital Recognition

- Identify up to twice as much site traffic and recognize unauthenticated visitors
- Deliver personalized experiences using AEP to boost conversion rates

A major bank doubled its site recognition capabilities, increasing revenue by $16 million.

Maximize customer acquisition

Acxiom's third-party data solutions enhance marketers' acquisition tactics, efficiency, and conversions by helping brands better understand prospects, enabling:

- Deeper insights to create better audience models
- Accurate reach of prospects in-market for their products
- Increased scale without sacrificing audience quality

A staffing agency expanded quality audience scale and acquired additional clients previously out of reach.

Empower collaboration for impactful data opportunities

Acxiom is an Adobe Real-time CDP Collaboration identity partner, enabling marketers to:

- Connect with high-value audiences in a privacy-focused environment
- Expand market reach through secure audience discovery

Quickly activate audiences across CTV platformss

Leveraging Acxiom's Real ID, we deliver precise, privacy-compliant audiences from Adobe Real-time CDP to CTV platforms within 48 hours to eliminate media waste and optimize ROI.

Optimize relationships and loyalty

We utilize our in-depth data and privacy expertise to consolidate data across disparate martech platforms and enriches customer profiles, enabling marketers to deliver engaging, personalized experiences using AEP.

A retailer achieved a 112% ROI in just three months by targeting high-value shoppers.

Cut acquisition costs with targeted suppression

Optimize ad spend by cleaning customer files, removing duplicates, and suppressing customers from acquisition campaigns. Enhance customer experiences by avoiding redundant offers.

A staffing company reduced acquisition costs by up to 75%.

Why choose Acxiom to supercharge your Adobe Investment?

Cookie-free identity solutions: Backed by more than 55 years of expertise and compliance with 30-plus regulatory bodies globally, our solutions boost audience reach and can double recognition rates.

Data-driven precision: We unify siloed martech data to deliver a comprehensive 360-degree customer view, enriched with ethically sourced, permissioned data covering all U.S. marketable individuals and households, enabling precise AI-driven insights.

Integrated data and tech foundation: As a Platinum Adobe Technology and Solution partner, Acxiom consolidates disparate martech and adtech, enabling data to seamlessly power your customer experience strategies across channels.

Move at the speed of the customer: Acxiom bridges marketing and IT, leveraging Adobe platforms to create automated, sustainable workflows with support from our Adobe-certified experts worldwide.

Ready to move smarter and faster to drive growth?
Contact us at **info@acxiom.com**

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