Acxiom + Adobe

Helping brands accelerate growth and value

Acxiom + Adobe empowers brands to tackle complex marketing and operational challenges with integrated experiences, streamlined delivery, and industry expertise. We help them strategize for success, outpace competitors, accelerate growth, and prove significant ROI.

We bring your customer experience strategies to life.

Acquisition	Growth	Engagement	Retention	Scale

Identity Management	Customer 360	Analytics & Insights	Customer Journeys	Personlization at Scale	Content Supply Chain	Workflow Automation

Adobe Experience Cloud

CLIENT SUCCESS STORIES

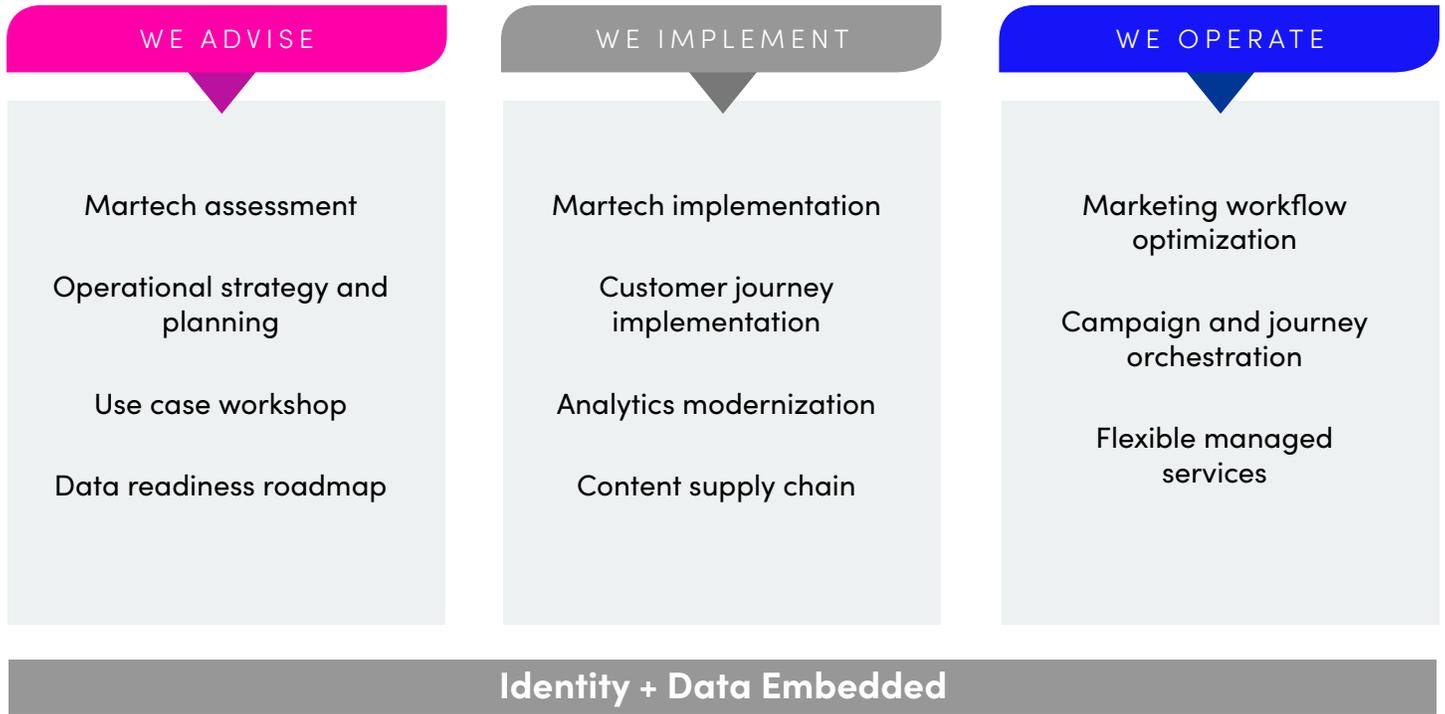### A financial services brand achieved significant results using Adobe Experience Manager and Adobe Workfront:

- 35% efficiencies in omni-channel marketing

- $13.9 million in annual operational and technology cost savings

- Increased consumer engagement and customer acquisition through personalized experiences

A home improvement retailer optimized its analytics approach with Adobe's Customer Journey Analytics:

- Key insight: Prioritize ecommerce personalization as most valuable channel

- Optimizing more than $1 million in media spend based on journey stage insights
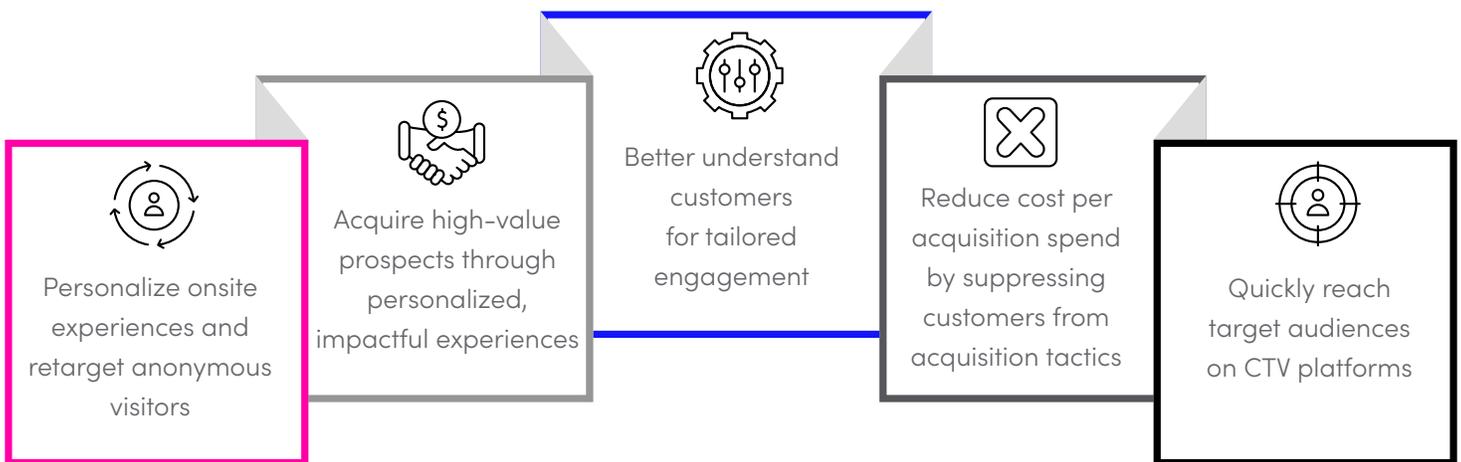
Acxiom's Adobe Value Realization Services

Acxiom converts brands' data and technology investment into a catalyst for growth with solutions that drive higher revenue, increased efficiency, and improved customer satisfaction.

WE ADVISE	WE IMPLEMENT	WE OPERATE
Martech assessment	Martech implementation	Marketing workflow optimization
Operational strategy and planning	Customer journey implementation	Campaign and journey orchestration
Use case workshop	Analytics modernization	Flexible managed services
Data readiness roadmap	Content supply chain	

Identity + Data Embedded

Acxiom's Data and Identity Integrations

We have pre-built Adobe integrations to help brands ingest Acxiom's data and identity for real-time execution of marketing use cases, helping them:

Personalize onsite experiences and retarget anonymous visitors

Acquire high-value prospects through personalized, impactful experiences

Better understand customers for tailored engagement

Reduce cost per acquisition spend by suppressing customers from acquisition tactics

Quickly reach target audiences on CTV platforms

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

ACXIOM