

ACXIOM

Acxiom Executive Summit

April 14 – 16, 2025



ACXIOM

ACXIOM EXECUTIVE SUMMIT

Strategic fundamentals of modern marketing



Discussion topics

Why today's marketing demands a new foundation

What's really holding brands back

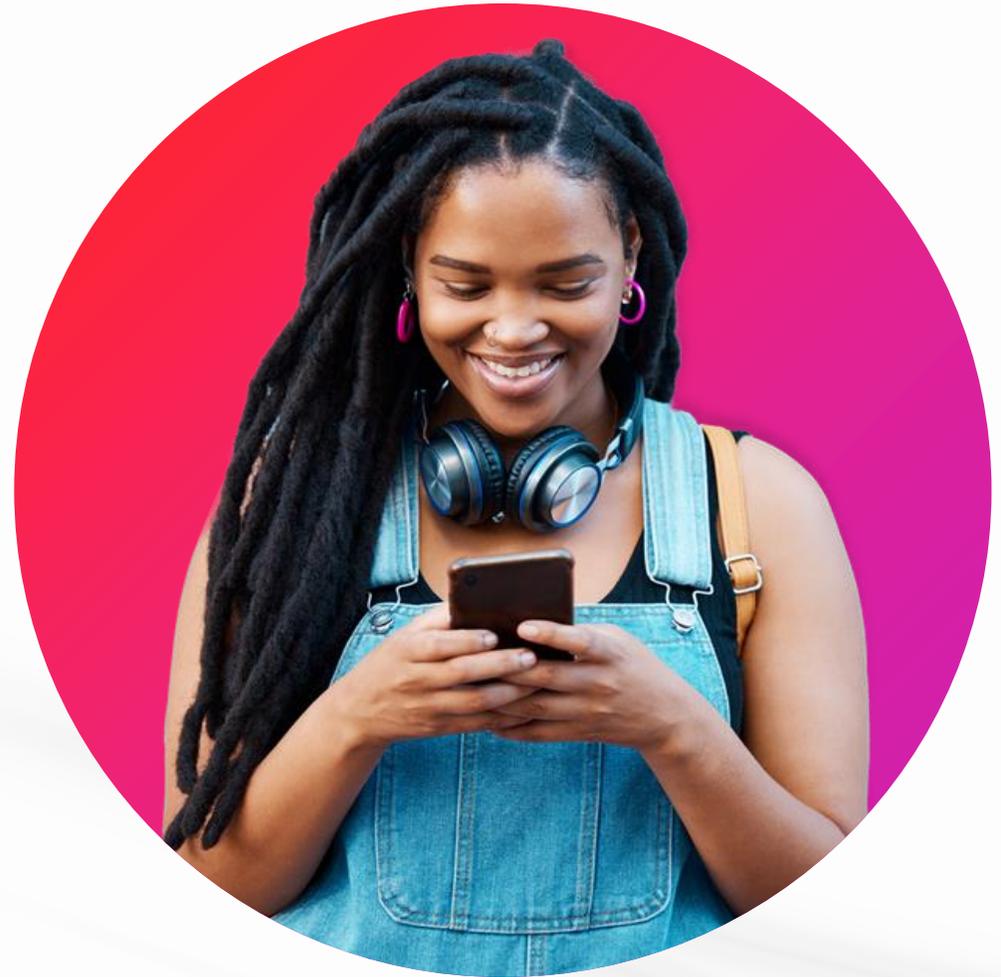
The core building blocks for modern marketing

How teams must work differently to succeed

Real-life examples – strategic approaches in action

Key takeaways

A future of **seamless, true**
omni-channel experiences
leveraging **relevant** data,
enabling technology and
valuable insights



The forces reshaping modern marketing



Customer-centric shifts

- Rising expectations
- Real-time, relevant, consistent experiences



Structural headwinds

- Privacy, regulation, identity deprecation
- Channel + data explosion



Tech tension & opportunity

- Cloud/data lag, complexity
- Adtech/Martech convergence
- AI (hyped, but misunderstood)

What gets in the way – common challenges



Data

- Siloed data and disconnected systems
- Data activation gap
- Data privacy & compliance risks



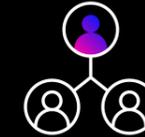
Tech

- Underutilized or misaligned platforms
- Lack of platform integration



Intelligence

- Measurement that doesn't reflect the full journey
- AI hype without readiness (skills, infra, or purpose)



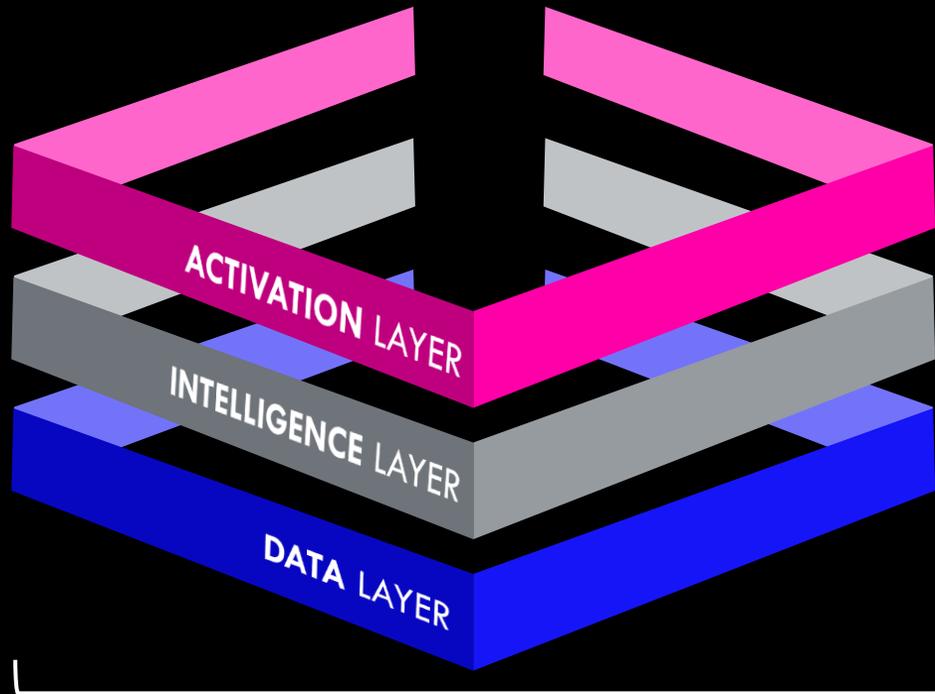
Organization

- Ownership confusion (who leads what?) & complex legacy processes
- Skills gap for AI, measurement & activation

“Only 10% of brands strongly believe they have the internal skills to manage their current martech stack.”
– Acxiom martech modernization study

Foundation first – the modern marketing stack

Built on 3 interlocking layers and grounded in clear-value use cases



Orchestrated, dynamic, real-time and personalized

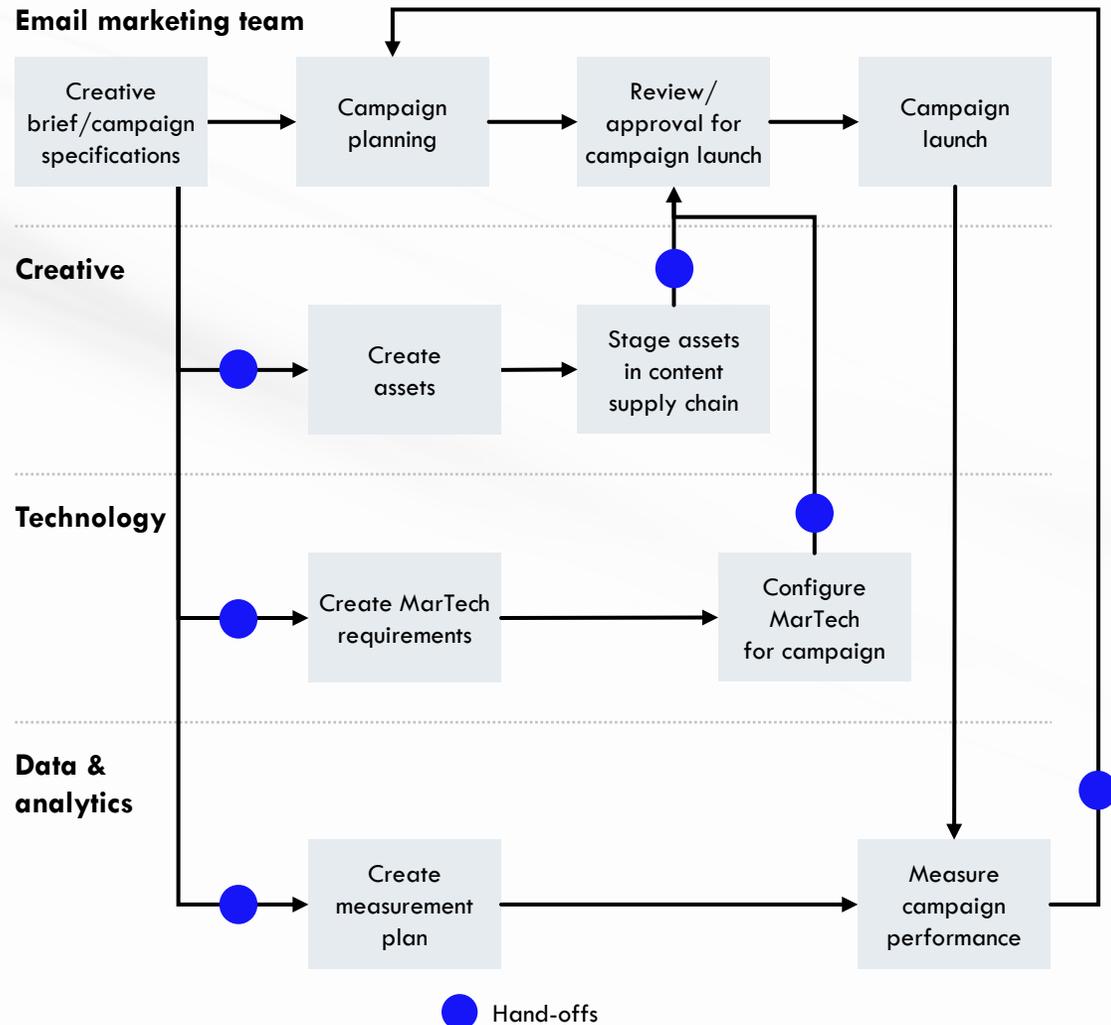
Insight generation, not just reporting (journey insight, predictive analytics)

Unified, governed/privacy-safe, real-time ingest and identity-resolved

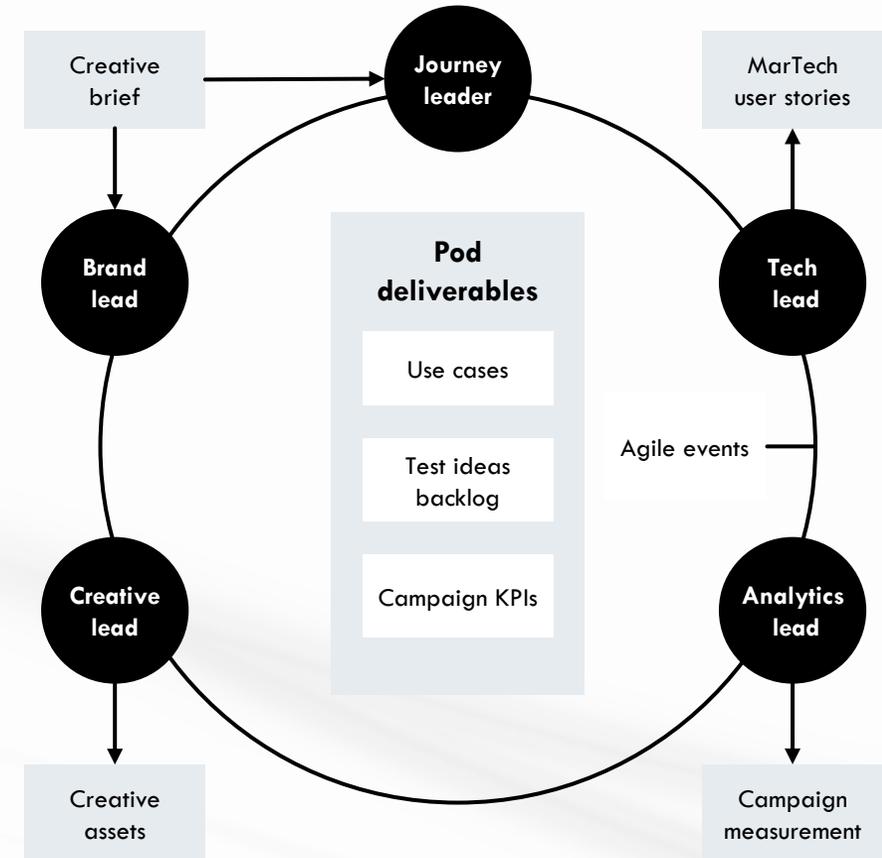
Our initial focus is on the foundation

A modern delivery model for journey-based marketing

From siloed, linear marketing by channel



To cross-functional, journey-based marketing



A strategic framework to modernize marketing

- 01 Align on outcomes**
CLTV, retention, ROAS
- 02 Prioritize high-value use cases**
Fastest impact, shortest runway
- 03 Modernize measurement**
Journey health > channel ROI
- 04 Activate with intelligence**
Real-time, data-driven personalization
- 05 Organize for speed & feedback**
Agile pods, shared KPIs

From fragmented to future-ready: A strategic data overhaul

Case Study | Financial Services

Facing merger, client needed to urgently modernize its data and identity ecosystem to reduce risk, improve personalization, and enhance customer experience. 50+ fragmented data sources, no 1PD strategy, siloed tech solutions, and inconsistent identity.

OUTCOME

- +50%** reduction in compliance response time
- +35%** lift in match rates through improved ID consolidation
- 2x** faster activation of personalized campaigns

HOW

Cross-functional assessment across 10 critical use cases.

Our approach included:

- Identifying high-impact opportunities (use cases)
- Mapping current and future-state data and technology flows
- Delivering architecture-level gap analysis

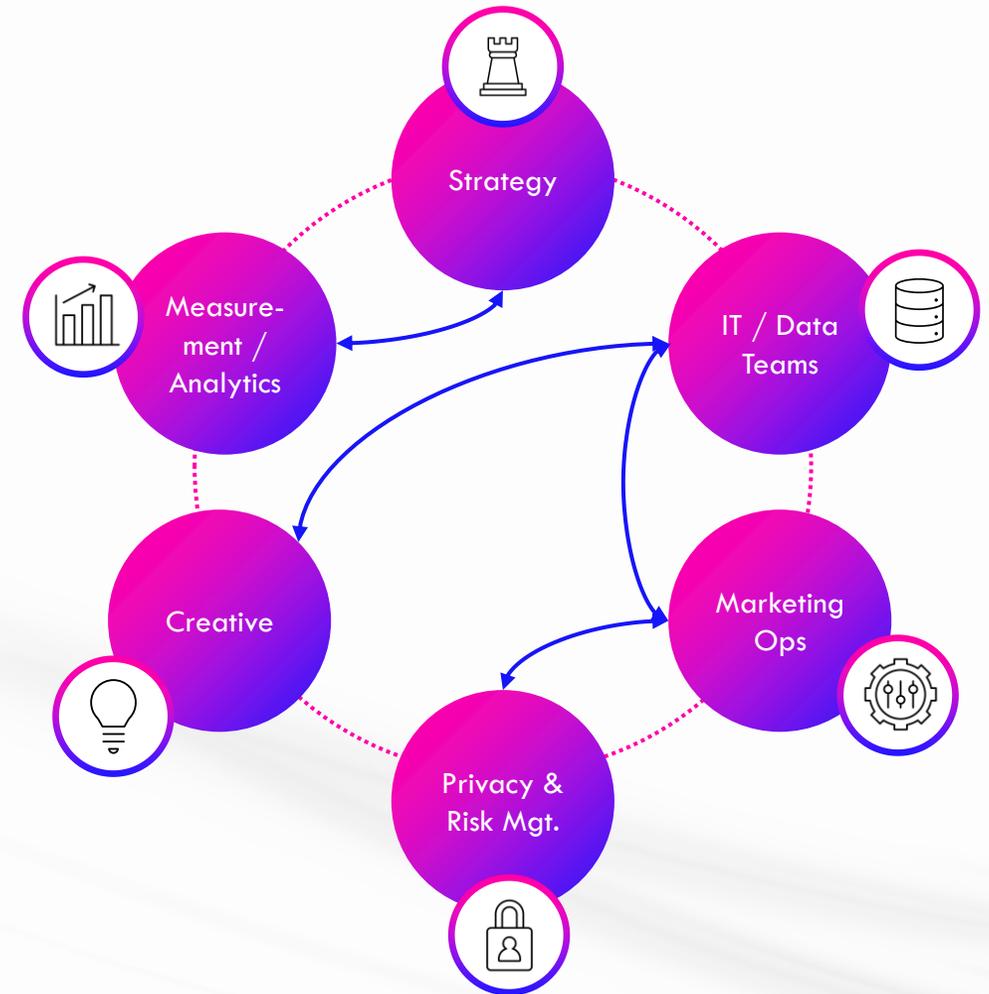


Strategic collaboration: everyone owns the experience

Modern marketing is a team sport – and everyone plays a role.

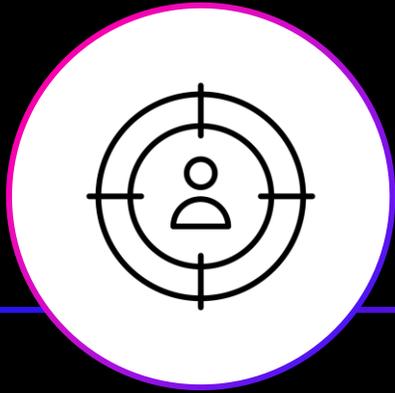
Needed collaborations:

- **Strategy & measurement:** Redefine what success looks like
- **Marketing & IT:** Bridge for cloud/data infrastructure
- **Data & creative:** Embed intelligence into content
- **Adtech & Martech:** Plan journeys, not silos



Build for now, architect for next

Today's topics – and how they build on the fundamentals



Personalization

Maximize your martech investments



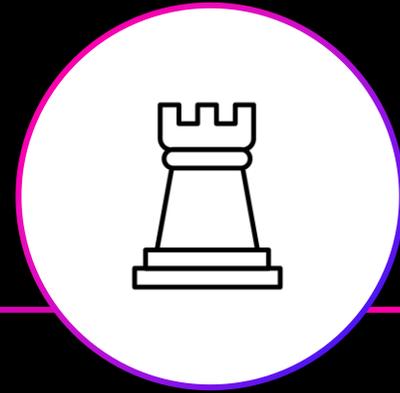
Digital Advantage

Quick ways to activate through insights and segmentation



Monetization

Requires secure, compliant data collaboration



Performance

Powered by journey-aligned measurement

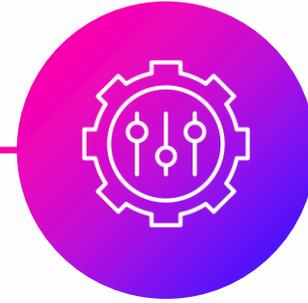
Key takeaways



Strategy, data and collaboration must come first.



AI, personalization and performance are only as strong as your foundation.

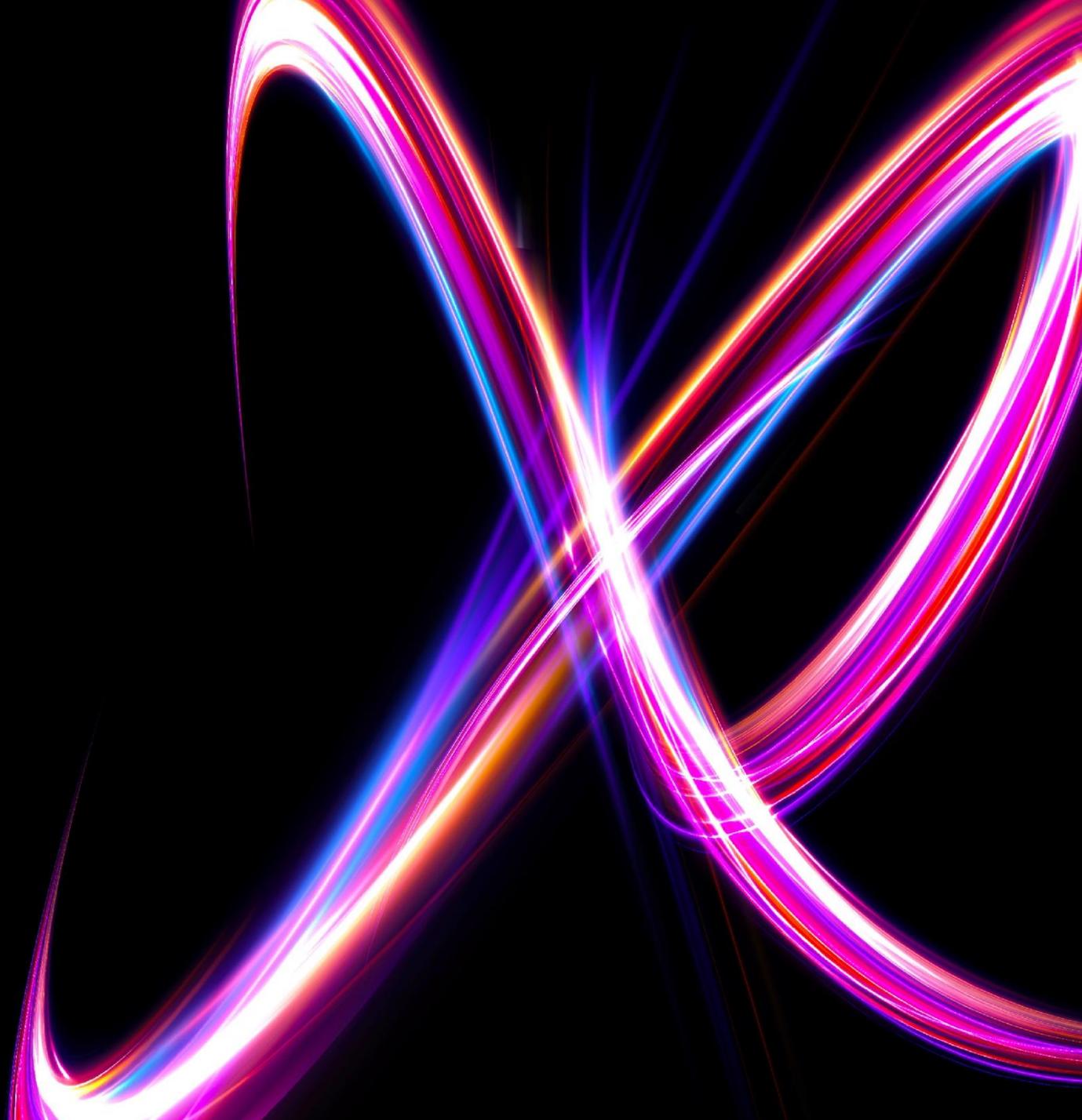


Your most valuable use cases start with alignment – not tools.

ACXIOM

ACXIOM EXECUTIVE SUMMIT

How to better unlock martech value



“Modern marketing” continues to evolve

CONSUMER AI AGENTS



HEAVY INVESTMENT IN AI AGENT TECH

Adobe

salesforce

snowflake

Google Cloud



Microsoft Azure

amazon



databricks

Why is martech complexity rising?



Technology
advances



Evolution of digital
and AI channels



Advance data
& analytics



Stricter regulatory
& compliance

How to unlock value

Marketing Data Layer

Unifying first-, second- and third-party data to fuel marketing.

Unified Identity

Powering personalization and precision across every customer touchpoints

Content

Unlocking scalable, customer intelligence and capabilities through strategic partnerships

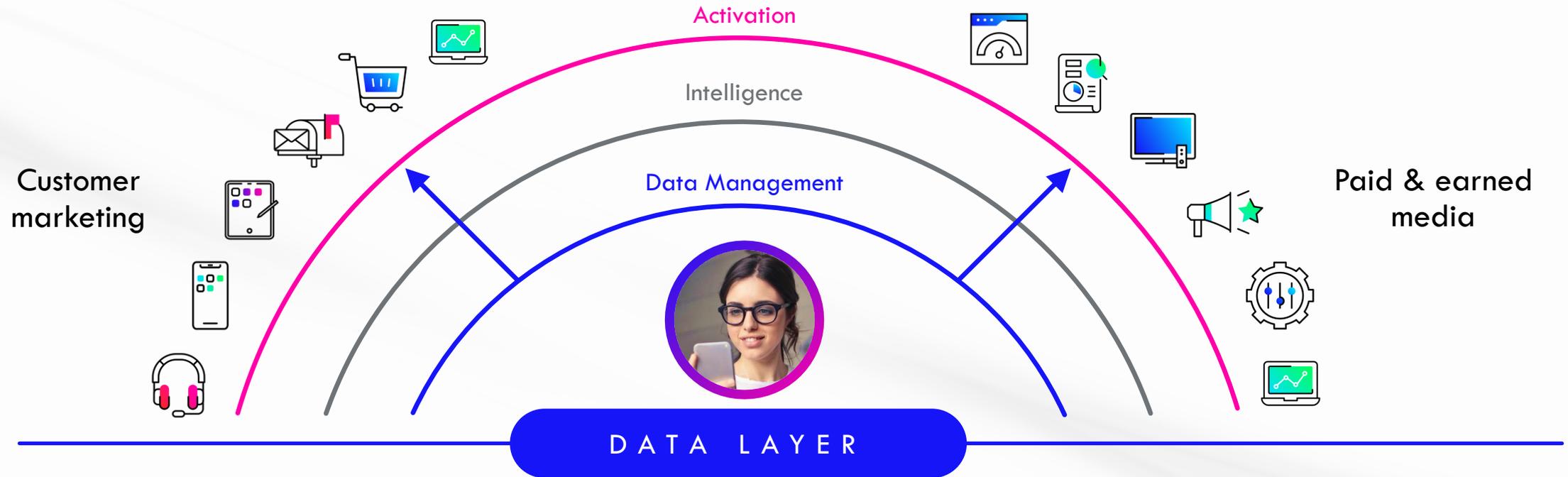
Data Collaboration

Unlock the most value out of your 1P data

Professional Services

Support to get the most value out of your data and tech investments

Delivering CX starts with a unified marketing data layer



Acxiom helps financial services company select CDP

Risks of relying on a CDP alone without considering a marketing data layer



Data silos
persist



Limited AI/ML
& deep analytics



Scalability
issues

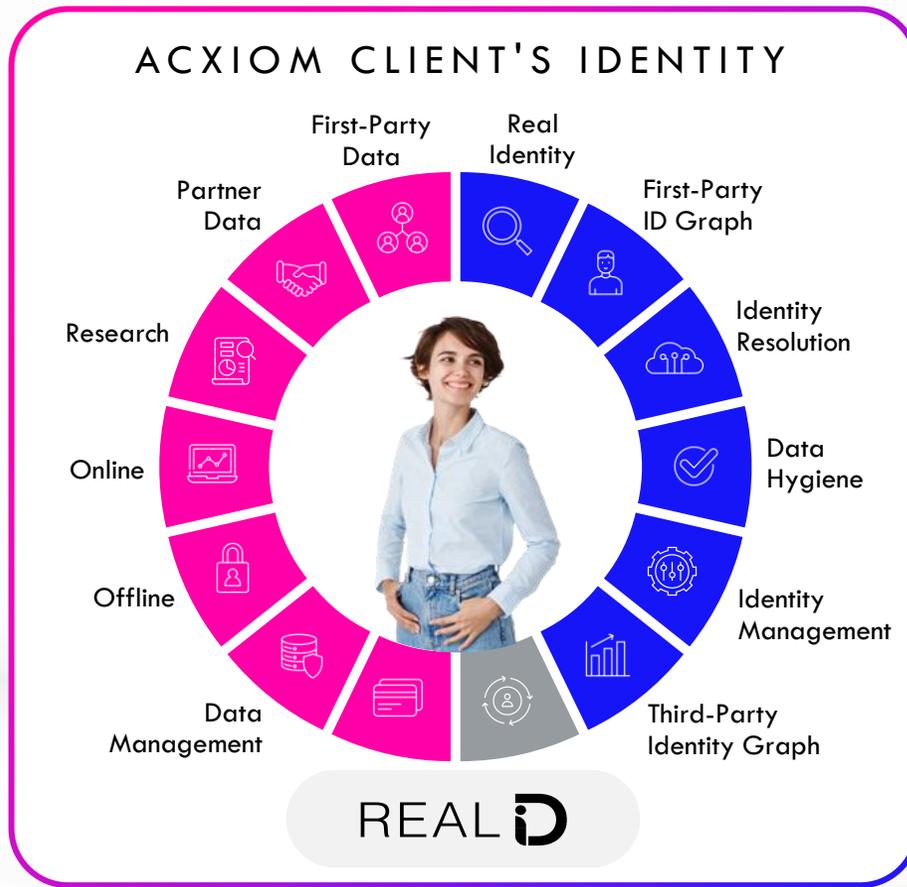
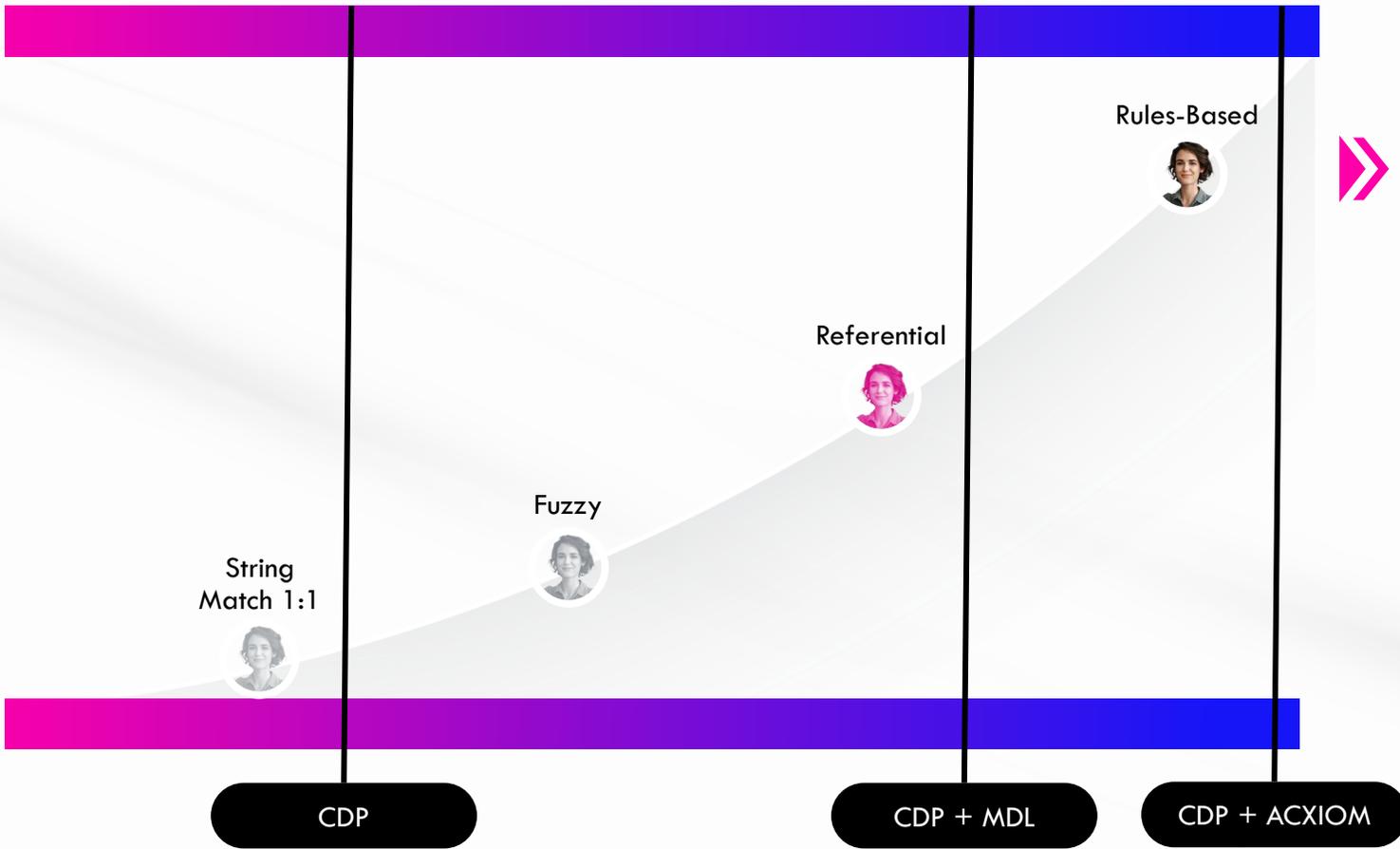


Regulatory &
compliance gaps

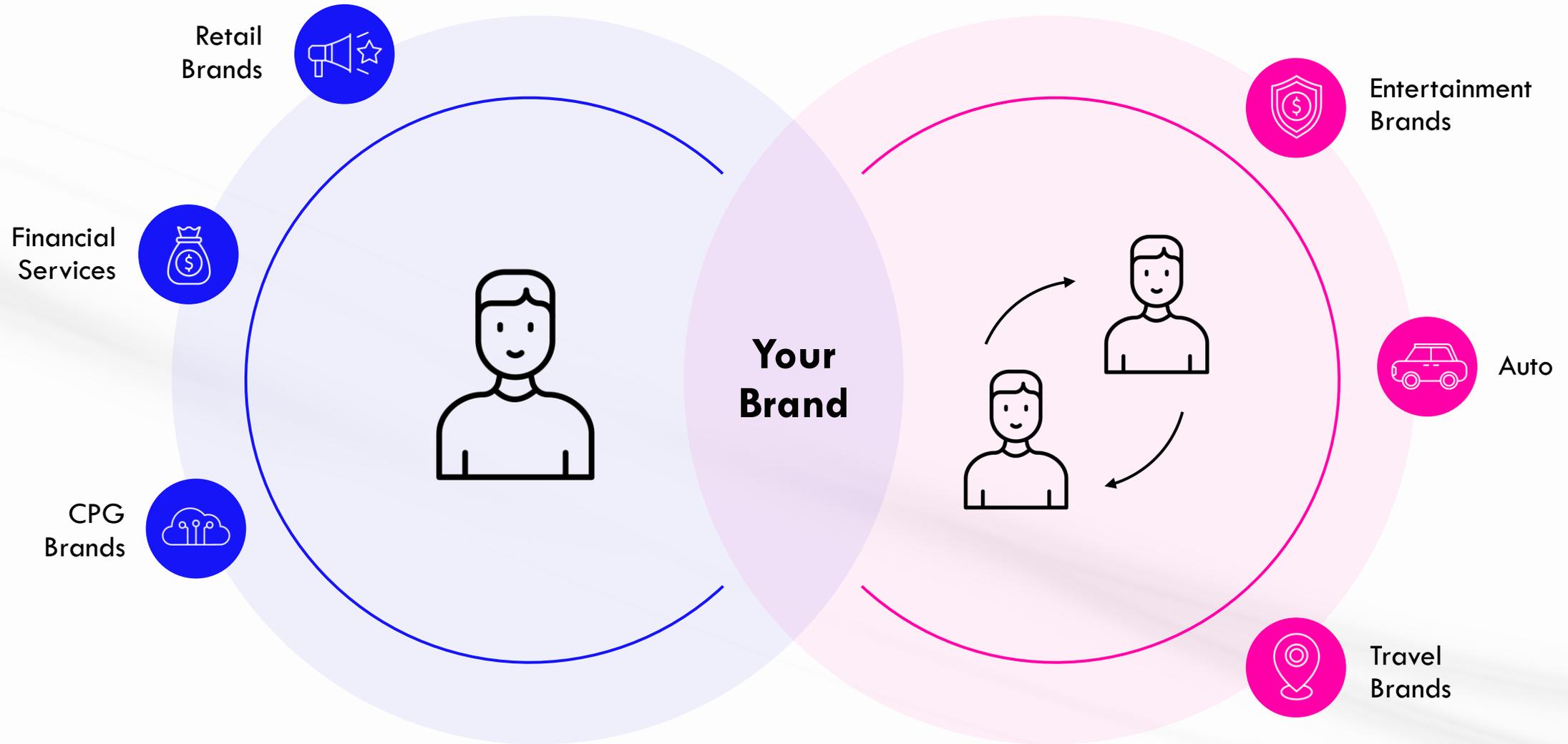
Why connected identity matters

SIMPLE

SOPHISTICATED



Ecosystem economy

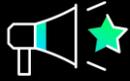


Acxiom + Partners fuel personalization

We partner with the leading martech platforms



End-to-end professional services to drive growth and revenue



Advisory and Strategy

- Marketing strategy and roadmap
- Advisory services
- CRM and commerce strategy
- Technical strategy/troubleshooting
- Enhance Acxiom data



Implementation

- Full-stack certified
- On-time, on-budget
- Streamlined process
- Experiences, expert team
- Multiple industry solutions



Run and Operate

- White-glove campaign management
- Journey creation
- Platform optimization
- Use case development
- Marketing, core and commerce support

FLEXIBLE APPROACH



Project Based

Detailed scope of work, deliverables, expert PMO



Staff Augmentation

Hire specific roles for set timelines (contact for hire)



Managed Services

Team of experts to support requirements.

Forrester Total Economic Impact™ | TEI

Overall, Acxiom delivers



RESULTS

107%

ROI

\$1.87M

Net Present Value
(NPV)

\$3.61M

Total Benefits

<6 mos

Payback Period

MAXIMIZED SF VALUE

Acxiom helps organizations unlock the full potential of their Salesforce investments and customer data

CONTROLLED COSTS & TIMELINES

We effectively manage costs and timelines for Salesforce implementations

- Database management
- Journey development
- Technical builds
- Troubleshooting
- Ongoing strategy

EXPERTISE ACROSS PLATFORMS

Acxiom provides the technical and strategic expertise needed for Salesforce Marketing Cloud

- Salesforce data cloud
- Customer data projects



Listen

for these signals

Main partnerships
expansion plans

First-party data
monetization strategy (build
your own media network)

IT investment in technologies
like Snowflake and
Databricks



Ask

these questions

How do I measure?
Is it the truth?

Customer journeys across
partners or integrated
customer journeys



Inquire

deeper

ID resolution issues

AI strategy

Interoperability

ACXIOM

ACXIOM EXECUTIVE SUMMIT

Monetizing data: bold strategies, big impact



Media networks are growing at a rapid pace

Brands have the potential to unlock significant revenue & data advantages

\$160B

est. global retail media
ad spend by 2027

Growing at a CAGR of 20% from 2022, overtaking linear TV

70%–90%

potential margin made
from retail media

Estimated \$75B in profits by brands in 2026

Source(s): Activate analysis, eMarketer, Research and Markets, Statista, Boston Consulting Group

New retail & commerce media networks continue to emerge

Digital marketplaces/platforms

amazon ebay Etsy shopify EMARKETER

Mass merchandise / department

COSTCO Walmart * TARGET sam's club <> DOLLAR TREE DOLLAR GENERAL
NORDSTROM ★ macy's KOHL'S BED BATH & BEYOND

Category specialists

Kroger Albertsons Ahold Delhaize Walgreens CVS 7-ELEVEN. chewy petco PETS MART
BEST BUY THE HOME DEPOT LOWE'S DICK'S SPORTING GOODS SEPHORA ULTA BEAUTY GAP Office DEPOT Staples wayfair Michaels

Commerce intermediaries

Uber DOORDASH instacart gopuff lyft

Other commerce verticals

INTUIT Expedia mastercard Klarna. Marriott. ticketmaster

Media networks
that win are
built on:



Strong data foundation



Premium inventory



Unified measurement



End-to-end monetization

Acxiom is here to help you realize that potential.

Maximizing revenue while ensuring your customer experience is not compromised.

5 Steps to get a retail & commerce media network started

1

Identify owned & operated channels

2

Select the right data

3

Bring the right tech

4

Build the right products

5

Build the "A" team

AVOID

Compromising CX

Too many channels without understanding value to advertisers

Only third-party data

Flashy tech platforms that doesn't integrate

Launching with complex or fragmented ad offerings that slow adoption

Staffing with only traditional media or retail talent – missing the hybrid expertise

ENSURE

Offer scalable ad inventory, measurable outcomes, & internal alignment

Leverage SKU-level, first-party data and loyalty program with clear consent

Partners that enable managed & self-serve capabilities, real-time optimization, closed-loop measurement

Start with 2–3 core ad products and expand based on performance

Balanced hiring: Pros who understand both monetization and the shopper journey

Retail & commerce media networks

End-to-end professional services to drive growth and revenue



Maturity & landscape audits

Auditing existing media network set up and/or the competitive landscape.



Network strategy & build

Working in conjunction with partners to set up or migrate to a new Commerce/RMN.



Full management & optimization

Managing ad sales, client services, ad placements, PDP content, reporting and more.



Data monetization & measurement

Providing 1 PD enrichment, accessibility and privatized IDs for secure, and valuable activation.

End-to-end media offering with Acxiom

Acxiom IDs are matched to connect RMN & commerce



Acxiom ties online to instore

Acxiom powers monetization

Acxiom fuels online presence

Your first-party data can help advertisers to better understand their customers' behavior, preferences and needs.

Enhancing brand loyalty connections with existing customers and expanding their reach to new ones.

Power your brand with Acxiom + Data Monetization

ACXIOM

World's largest
consumer
database:
**96% of the
global digital
populace**

Identity
resolution

10K+ 1PD
enrichments

Privacy by
design
throughout

Live, site-side
tagging and
data returns

Acxiom IDs
are matched
throughout
global
addressable
landscape

Drive topline revenue with personalization and precision

See customers as people

Understand needs and preferences; test the right data across the journey and then measure it to prove that it works

Find new customers

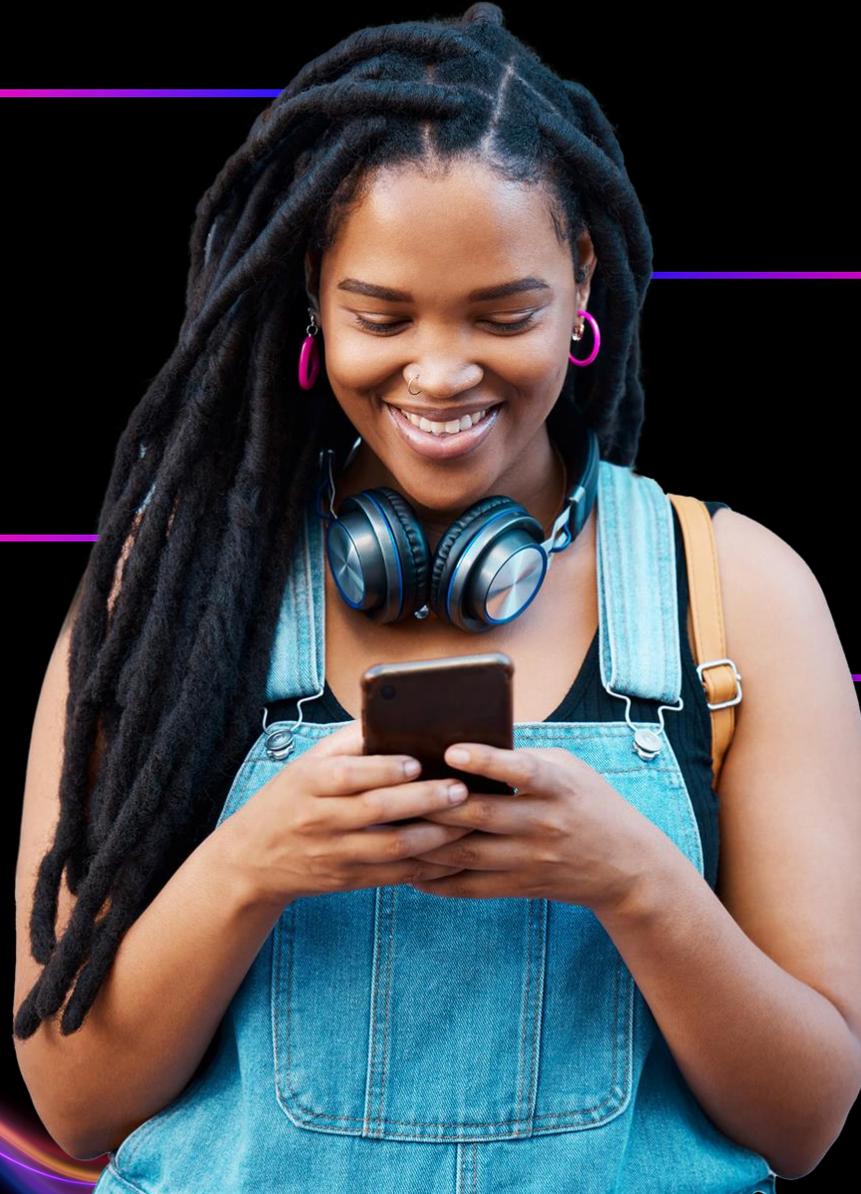
Extend your reach and use of data across channels to help you find customers you'd love to have

Energize CX

Trusted data across the customer journey and across channels makes data-driven marketing a reality

Reduce friction

Connect your marketing stack with the same common data spine and reduce friction across the journey



Technology alone is **not enough**

Audiences that convert

Privacy safe common key to maximize overlap and data to uncover new growth strategies

Privacy experts

Nearly sixty years of managing sensitive consumer data to light up marketing use cases

Connect to platforms

Configure environment to your specific use cases and technology preferences giving non-technical users the tools they need

Connect to platforms

Configure environment to your specific use cases and technology preferences giving non-technical users the tools they need

© 2025 Acxiom LLC Confidential



ACXIOM

Acxiom data capabilities for retail & commerce

1

Enhanced
closed-loop
reporting &
measurement

2

Elevate retail
media audience
modeling

3

Connected
identity

4

Audience
Extension &
clean room

Solid infrastructure + Strategic identity + Audience

How to get started



Media network consulting +
management that fit your business



Instant access to Acxiom data



Technology that allows for unified
measurement and seamless omnichannel
integration with key partners



Transparency in data fees, workflow
and strategy

© 2025 Acxiom LLC Confidential



ACXIOM

ACXIOM EXECUTIVE SUMMIT

Creating a digital advantage



Marketing has transformed

1990–2000's

amazon
YAHOO!
BORDERS

Analog business to websites,
ecommerce and email.

2000–2020s



Social and mobile advertising,
apps and M-Commerce.

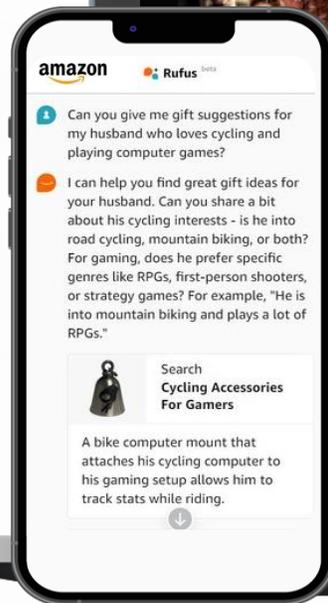
2020–2040s

ACXIOM

Utilize data and intelligence to
create meaningful omnichannel
customer experiences.

ACXIOM

Personalization is expected



Customer expectations are high

71%

of consumers expect personalization from the brands and businesses they choose

76%

of consumers are frustrated when they don't get personalization

Source: [McKinsey Report](#)

Three ways to supercharge growth

1

ENGAGE

Unauthenticated site
visitors as people

2X SITE VISITOR RECOGNITION

4X SIGNAL DATA CAPTURED

2

ACTIVATE

Everywhere with more
accuracy and relevance

PEOPLE-BASED ENGAGEMENT

MORE PRECISION, FASTER

3

REACH

More precise, higher-value
audiences at scale

IMPROVE AUDIENCE
QUALITY/REACH

INCREASE CONVERSIONS

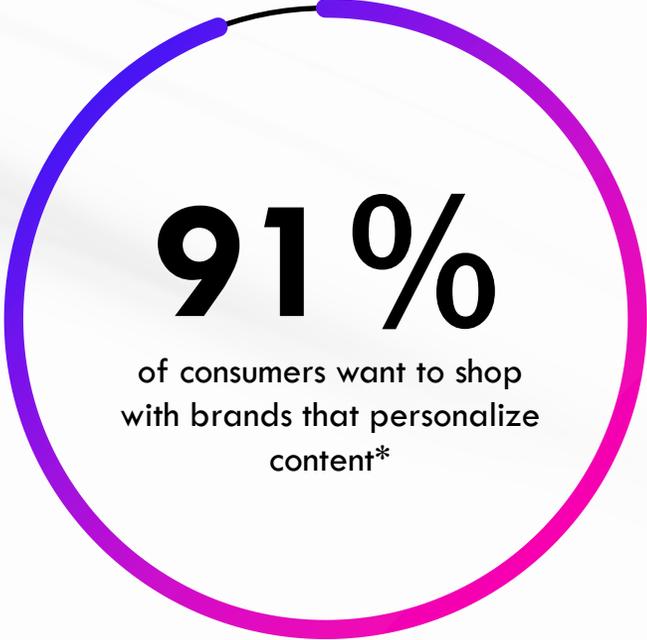
90%

of website visitors are unidentified

What would change if you could recognize **2x more** site visitors?

Why site recognition is important?

Low recognition hinders real-time, compelling experiences



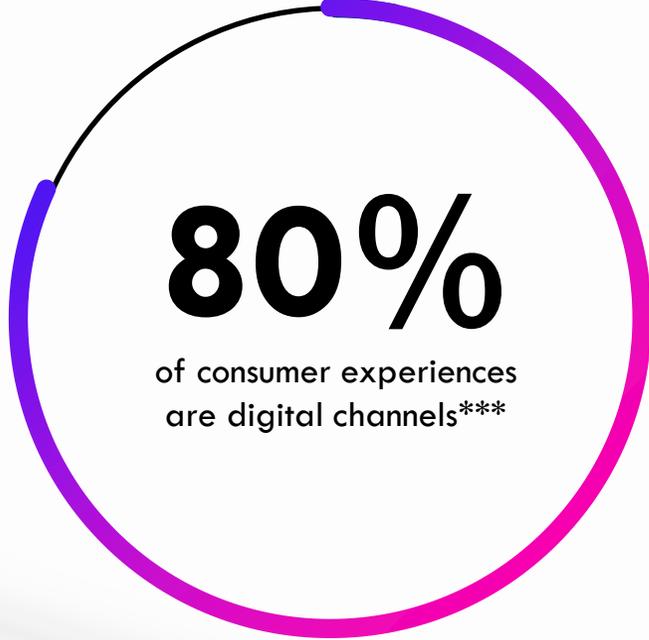
91%

of consumers want to shop with brands that personalize content*



42%

of consumers decide whether to leave a website within 10 seconds**



80%

of consumer experiences are digital channels***

*Accenture Making it personal 2018

** Storyblok November 2022

*** Zendesk Customer Experience Trends Report 2023

Clients are **fixing** their site recognition issues ...and are achieving great results

Electronics Retailer



Recognition: 0% → 82%

Large Bank



Recognition: 45% → 90%

Recognize up to 82% of anonymous site visitors

Case Study | Consumer Electronics

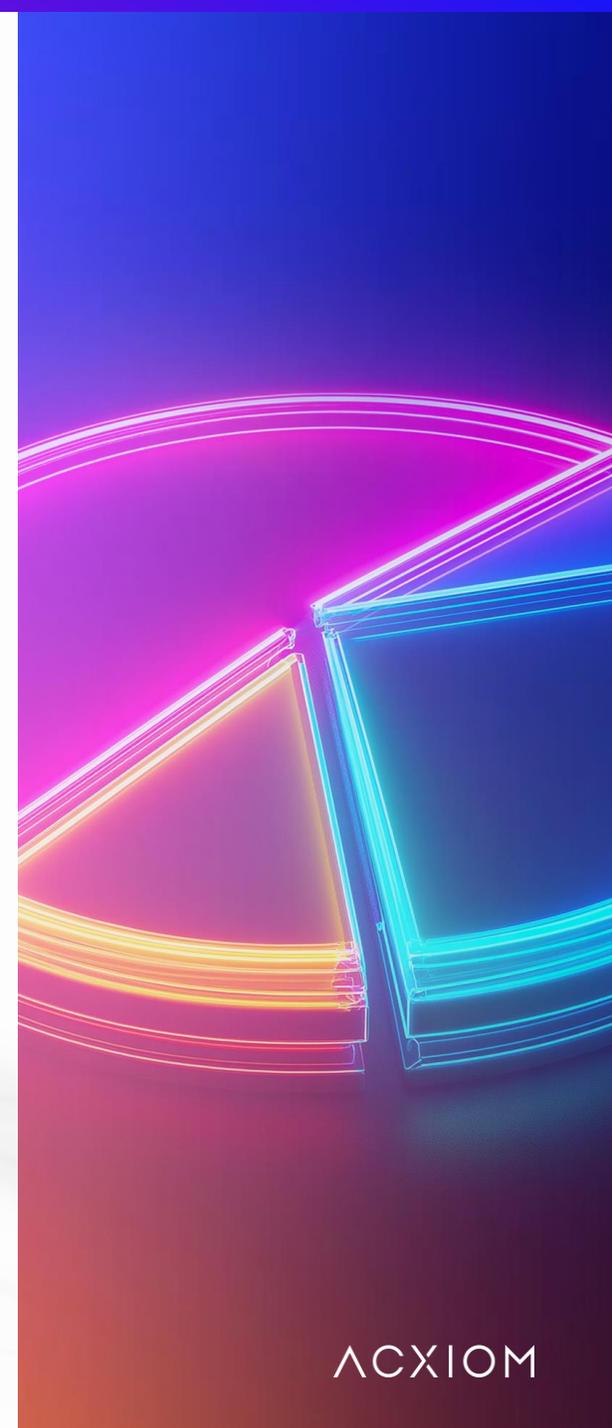
A premium electronics brand leveraged digital identity tools and hobby data to create personalized website experiences, showcasing relevant content to connect better with their consumers' interests throughout the customer journey.

OUTCOME

- 82%** recognized site visitors*
*Versus industry average of 20-25%
- 29%** increase in order frequency
- 47%** increase in revenue per visitor

HOW

- Used digital identity resolution to recognize site visitors and connect them to Acxiom's real-time hobby data and brand attributes within their CDP
- Customized visitor pages based on the combined intelligence
- Curated relevant content throughout the customer journey



7 Days to unlock client \$ millions

We can create a business case



Free

Complimentary test
(no tag required)



Test

Send site visitors' IP addresses from
last 14 days to our secure environment



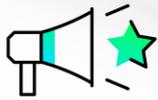
Results

- Returns
- Total site visitors
- Unique match
- Total match

THEN WHAT?



Onsite personalization



Remarketing

Direct mail, email, paid



Measurement, profile insights

Analytics & modeling

Content promotion

Offer selection

Journey alignment

Authentication Incentive

Acquisition costs
increased over
200% over the
last 10 years

What if you could prioritize
precision and improve reach?

30–90%

greater reach extending 1P data in the digital ecosystem

Retail bank reduced cost per account booking by >28%

Case Study | Financial Services

A major US retail bank sought to reduce the cost of digital customer acquisition campaigns for their credit cards by focusing only on audiences that fit their ideal customer definition and minimizing waste.

OUTCOME

- 13%** Improvement in digital recognition
- 38%** Lift in completed applications
- 44%** Increase in booked accounts
- 28%** Reduction in cost per account booked

HOW

Bank activated audiences directly to paid media platforms

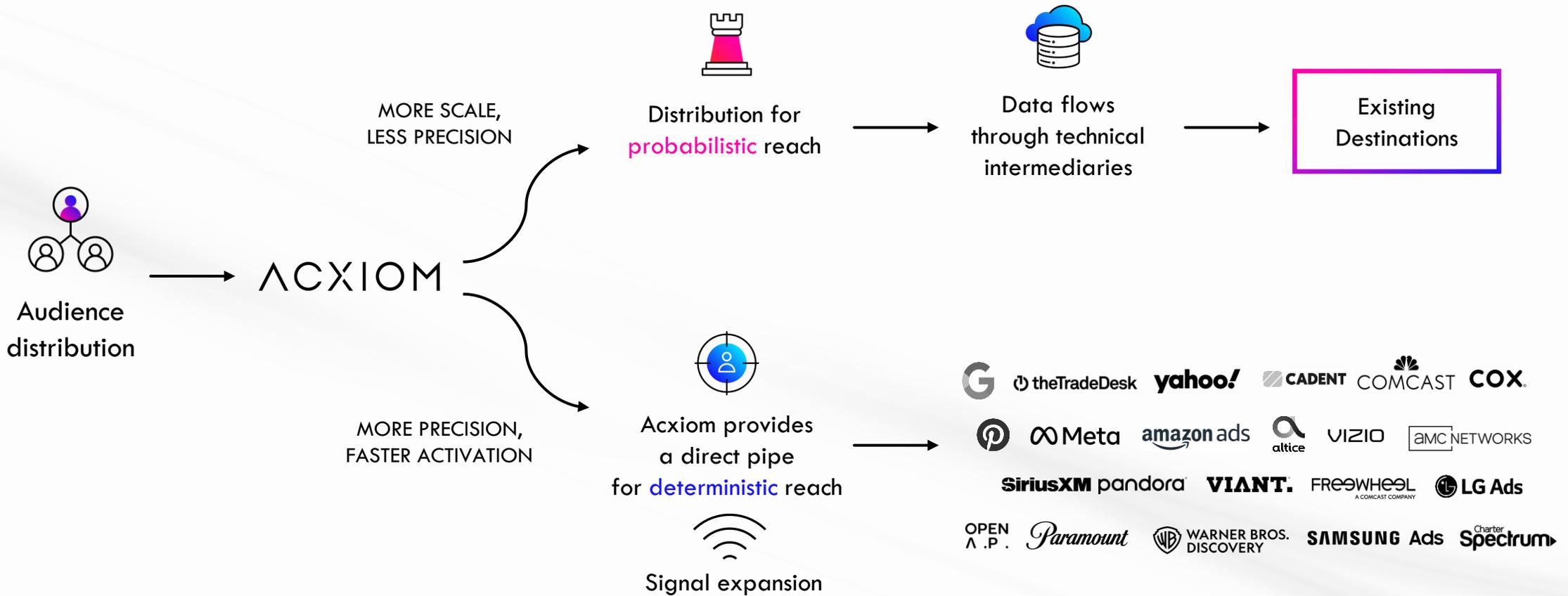
A/B testing to measure effectiveness in reaching precise audiences in the digital ecosystem

- Acxiom third-party data
- Real ID services
- CRM database
- Strategy services
- Analytics services
- Campaign execution
- Salesforce services



Balancing digital audience precision and scale

Two paths to audience distribution to suit your business needs



Ways to get started



3P Data
insights



Audience
modeling



Audience
building



Audience
syndication

Enhance your in-house capabilities or extend capacity with our experts.

List fatigue

+

Attribution struggles

+

Limited reach

What if you could **expand**
your pool of prospects?

Why email still works

4.48 billion email users worldwide. 88% of people check email daily.



Email marketing
ROI = **\$36** for every
dollar spent



59% of people indicate
that emails affect their
purchasing decisions



73% of millennials
prefer communications
from businesses to come
via email

Email effectiveness by industry

WIRELESS PROVIDER



5:1

return on spend

TRACTOR MANUFACTURER



\$66 for every **\$1**
spent on focused
email acquisition

AUTO



207%

incremental ROAs
2023 campaigns

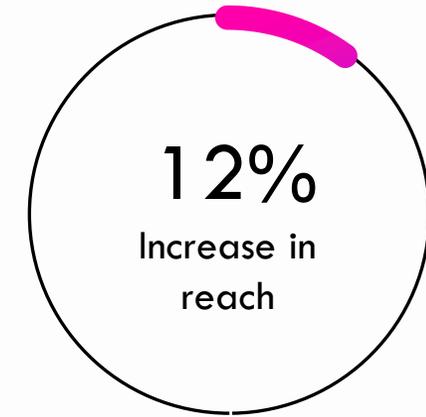
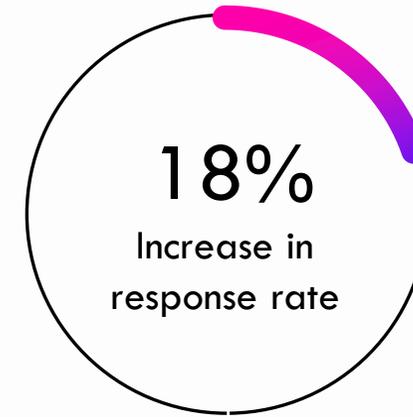
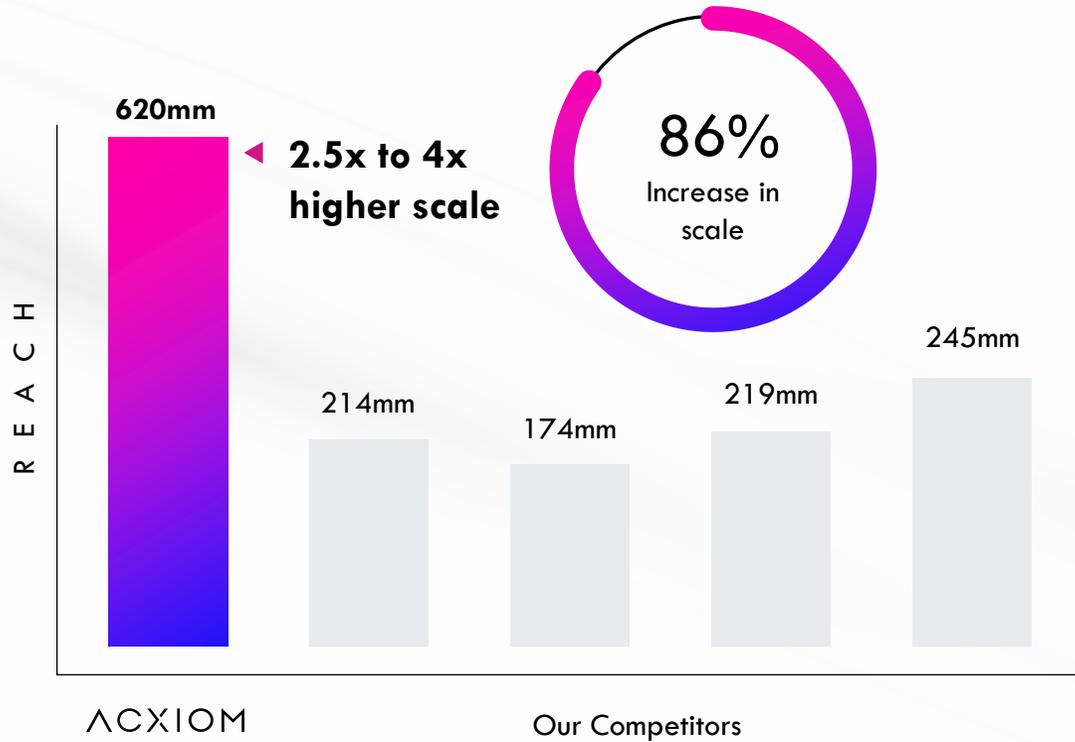
CREDIT CARD



18%

increase DM response
rates by adding email

What Acxiom offers for email, with the highest reach in the market



Use email in combination with direct mail and digital*

Additional Services: Creative services, Prescreen Credit Presentment, ongoing deep-dive analytics, and media planning. Priced separately based on scope. Number of campaigns determined by client. Same individual receives up to 2 email touches/campaign. Email volumes and services levels may mix and match.

Optimize and scale for 15% lift in response

Equal weights by partner

33%

33%

33%

vs

Waterfall based on performance for 15% lift

Partner 1:
50%



Partner 2:
30%



Partner 3:
20%



Furniture retailer drives sales with local email campaigns

Case Study | Retail

A national furniture retailer wanted to drive more foot traffic and reach more customers at specific retail locations.

OUTCOME

14% click to open rate

\$2.2 million in total sales

56% of all sales came from acquisition campaign

HOW

Segmented select audiences to reach relevant users at verified email addresses.

Selected those with a propensity for the retailer's products that lived within a 10-mile radius of the store location.

Full-service email acquisition campaigns were deployed with custom messages to each local market.

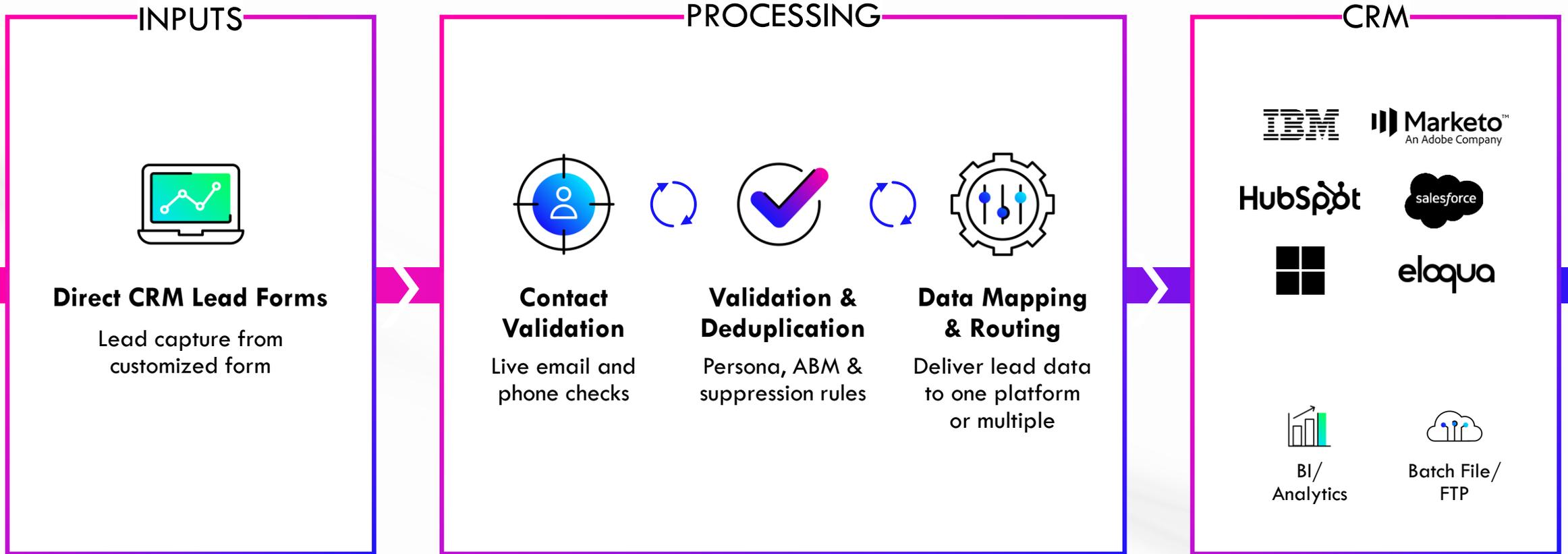
Analyzed POS data based off store sales from each location.

- Audience creation
- Email connections



Beyond email, improve
marketing efficiency
with low risk, net new,
qualified leads.

How it works



Three ways to supercharge growth

1

ENGAGE

For marketers seeking to enhance the value of web and connect web visitor insights.

2

ACTIVATE

For campaign owners and analytics leads who want more precise audience models and reach.

3

REACH

For marketers wanting more leads and optimal reach beyond email.