

The Future of Financial Marketing: Leveraging Data and Technology for Success with Google & Acxiom

Thursday, May 29th

NYC Google's St. John's Terminal – Chestnut Oak Conference Room

9:30 – 9:45 a.m.

Welcome

9:45 – 10:00 a.m.

Why ACXIOM? Google's and Acxiom's Partnership

We will examine and explain the partnership between Google and Acxiom, highlighting how our combined technologies and data capabilities enable more effective, personalized marketing strategies. We'll discuss the growing importance of data-driven personalization in reaching the right audience with the right message – ethically and at scale.

10:00 – 10:30 a.m.

Emerging Tech Assessment

This session explores our clients' approach to integrating emerging technologies into their marketing and customer engagement strategies. Discover how innovation is driving more personalized, efficient, and impactful customer experiences.

10:30 – 10:45 a.m.

Break

10:45 – 11:15 a.m.

Google Cloud Platform (GCP) and Acxiom Integration

This session examines how Google Cloud Platform and Acxiom's data solutions integrate to enhance data accessibility and empower marketers with actionable insights. Gain Google's perspective on the role of strategic partnerships in driving innovation through GCP integration.

11:15 – 11:30 a.m.

Case Study: Value-Based Bidding

We will take a deep dive into how this client uses value-based bidding to maximize marketing performance and drive stronger ROI. Discover how aligning bids with business outcomes leads to smarter, more effective campaigns.

11:30 – 12:00 p.m.

**Media Network for Financial Services:
Maximizing Potential with Google and Acxiom**

We will look at the potential of retail media and how businesses can unlock new growth using tools and insights from Google and Acxiom. Learn how to harness first-party data and advanced targeting to drive measurable results.

12:00 – 12:30 p.m.

Future Forward: Expert Insights on Marketing, Data, and Technology

This session explores the growing role of AI in marketing, with a focus on unlocking its potential for financial services through Google Marketing Platform (GMP). Learn how clean rooms and data collaboration – powered by GMP and Acxiom integration – are driving more secure, effective marketing strategies.

12:30 – 12:40 p.m.

Closing Remarks and Key Takeaways

12:40 – 01:40 p.m.

Lunch