Acxiom + Google Marketing Platform

Google Marketing Platform
Sales Partner

Unlock Google: The Heartbeat of Digital Engagement

With more than 2 billion daily users and more than 5 trillion searches, Google isn't just a platform — it's the heartbeat of digital engagement. Today's marketers dedicate 40%–50% of their digital ad budgets to Google. Acxiom can help you get more from your investment and allow you to:

Run smarter campaigns across search, display, and video – all in one platform

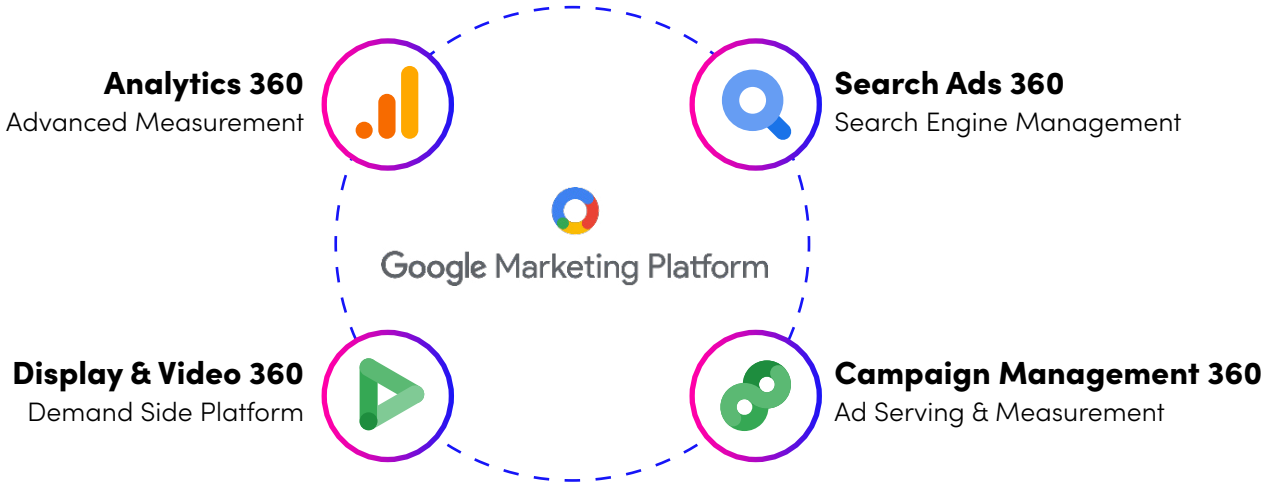
Unify data and workflows by integrating adtech, martech, and your cloud strategy

Optimize media and channel spend with holistic customer insights and advanced analytics capabilities

Upskill your team and improve ROI with expert onboarding, training, and support

Smarter marketing begins with Google Marketing Platform (GMP)

GMP is a unified platform for buying, measuring, and optimizing media across Google and beyond. Loved for its easy integration, built-in AI and automation, as well as unified access to premium inventory and measurement, GMP is the smart choice for modern marketers.



Get your Google Marketing Platform license today.

Contact us at gmp@acxiom.com

Client success stories:

A **home appliance technology leader** consolidated GMP across 44 global markets, and onboarded advanced analytics and custom bidding strategies to target high-value, add-to-cart actions.

RESULTS

80% increase in video completion rate increasing time on screen by 47%

2000% increase in "add to cart," driving high-value customer actions

52% lower cost per engagement

By combining GMP with Acxiom's data and Offline Conversion tool, a **financial services brand** successfully increased account registrations and initial deposits.

RESULTS

+66% Lift in average initial

16% Lower cost per deposit

Global reach, trusted expertise: Acxiom as your GMP reseller of choice

- Globally certified, full GMP stack reseller, with more than 2,300 trained experts.
- Award-winning Google Cloud accelerators for faster, smarter workflows in advanced analytics and data enrichment.
- Leader in data and identity, with privacy-conscious solutions at the core.
- Strategic martech partnerships and seamless tech integration for omnichannel marketing.
- End-to-end professional services delivered with a flexible, client-centric approach.
- Deep media activation and retail media network expertise, across both regulated and non-regulated industries.

Ready to get started?

Contact us at gmp@acxiom.com to get started

ACXIOM

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