



ACXIOM

Accelerating
Acquisition

About Acxiom

Acxiom® is the global leader in customer intelligence and stands at the forefront of AI-enabled, data-driven marketing. As part of the Interpublic Group of Companies, Inc. (IPG), we specialize in high-performance solutions that boost customer acquisition and retention while fueling growth for the world's biggest brands and agencies. We transform omnichannel marketing strategies and execution using our AI-powered data and identity foundation, cloud-based data management, and martech and analytics services. For over 55 years, our teams across the US, UK, Germany, China, Poland, and Mexico have helped businesses optimize their marketing and advertising investments while prioritizing customer privacy. Discover more at [acxiom.com](https://www.acxiom.com), where marketing is made better.

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Foreword

Brands need new customers to thrive and grow. But with tough competition for both attention and share of wallets, acquiring new customers is a challenge. In fact, in our annual CX trends report, 61% of businesses said customer acquisition has become more competitive in the last 12-18 months.

In this environment, it's easy to see why brands get so excited about any new technology that promises to help them acquire new customers. And there are plenty to choose from. Accelerated by the emergence of AI, the martech market is expected to expand by more than 8% each year through 2032.

Many of these solutions deliver huge value to brands and their customers. But technology alone won't solve your acquisition challenges – it's just an enabler. To advance customer acquisition, these technologies need to be properly managed. They need to be fully integrated into your technology stack. And they need to be fueled by a strong foundation of data and identity.

The best way to acquire new customers is to understand your existing customers – then find and engage prospects who resemble your best customers. Combining the right data with robust identity resolution, is core to this strategy. Nobody has more data and identity expertise than Acxiom. We look forward to partnering with you to accelerate your acquisition outcomes.



Tom Zawacki

Chief Growth Officer
Acxiom



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Chief Client Officer
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5 Steps to driving brand growth with first-party data

Tate Olinghouse

Chief Client Officer
Acxiom

In a marketplace where customer expectations keep soaring, and regulations continue to evolve, first-party data is emerging as the ultimate differentiator. Yet in countless conversations with brand leaders, I've noticed one roadblock that keeps surfacing: Too many still treat customer data—even their own first-party data—as a shiny add-on in the [ever-expanding martech landscape](#).

At Advertising Week last year in New York, a colleague said it best: "Brands must stop treating first-party data as just another marketing tool and start seeing it as a capital asset." I couldn't agree more. And like any core investment, it should yield returns—let's call it RO1PD (return on first-party data investment). Brands that can flip this mental switch—and act on it—will be ready for whatever the martech universe throws their way while realizing monumental RO1PD.

What if you don't have first-party data?

More brands face this challenge than you'd expect. Many don't own their customer data, relying on second- or third-party sources instead. And it's not just a small-business problem—even Fortune 50 companies often lack a clear picture of their customers, making it harder to deliver products that truly meet their needs.

Why does this gap exist? It all comes down to indirect customer relationships. Take consumer-packaged goods brands, for example—they rely on retailers to reach customers, keeping them one step removed from their end buyer. While essential to the supply chain, this setup leaves many brands in the dark, making it challenging to build the direct consumer connections needed to establish their own solid first-party data foundation.

Without these insights, businesses risk falling behind in a market that demands precision and customer focus.

How do you build and monetize your first-party data?

So, now that you understand that your customer data is among your most valuable company assets, how can you maximize its RO1PD potential? Here are five steps to keep in mind:

- 1. Start small; scale big.** Even without mountains of customer data, third-party insights—like SKU- or store-level purchase data—offer a valuable starting point. A cornerstone of a modern data strategy, this intel reveals market trends and customer behavior, bridging gaps and jump-starting first-party data efforts. From there, collaborating with other brands can amplify these insights, driving richer, more impactful customer experiences.
- 2. Partner for depth.** Expand your marketing horizons beyond your own business through collaboration. Partnering with complementary brands in secure clean rooms can unlock insights neither could achieve alone—deepening customer understanding while protecting sensitive data. As brands embrace the "ecosystem economy," multi-partner alliances are transforming what's possible, delivering seamless, integrated customer experiences no single brand can create solo.
- 3. Get crystal clear on your data needs.** With endless martech tools and data-driven solutions on the market, defining and communicating your unique requirements is critical. Are you managing sensitive personally identifiable information? Navigating regulatory hurdles?

Undergoing a digital transformation? Need on-premises storage? These are challenges my agency has encountered—and solved by ensuring our clients invest in the right data, platforms and strategies.

4. Work with a trusted advisor. The data ecosystem is complex, even for seasoned players—but you don't have to go it alone. Seek advisors who bring deep industry expertise and can match you with the best strategy and solutions to suit your needs, regardless of technology or platform.

5. Iterate, test and repeat. Achieving RO1PD isn't a one-and-done process. Continuously analyze your performance, optimize your strategies and adapt to new opportunities. Consistent iteration is the key to sustained growth.

Start proving RO1PD today

The pivot from ROI to RO1PD is more than just a shift in mindset—it's a new way of thinking about data as your greatest, most strategic asset. By leveraging third-party data as a launchpad, clean rooms for secure collaboration, and advocacy and iteration, you can build a first-party data asset into a powerful foundation for customer insights and relationships that deliver lasting returns.

HGV delivers unique vacation experiences

Case Study | Travel

Hilton Grand Vacations needed to efficiently find and convert potential customers for its timeshare offerings by identifying those most likely to consider purchasing, which would improve the efficiency and effectiveness of their sales process.

OUTCOME

78% more marketable prospects

35% higher sales performance

HOW

- Acxiom 3rd party data enrichment
- Self-reported information
- Behavioral data from interactions
- Model creation to better reach ideal prospects for timeshare offerings
- Lookalike audiences

Hilton
GRAND VACATIONS



Predictive marketing: putting data to work

Tom Zawacki

Chief Growth Officer
Acxiom

AI is propelling predictive marketing to new heights. Brands need to up their game to exceed customer expectations and meet new business requirements. Tom Zawacki, chief growth officer at Acxiom, explains how AI is driving the next wave of business transformation and how brands can excel at predicting what their customers want.

We live in a predictive world. Our smartphone assistants anticipate what we will say and finish our text messages for us. After binging Yellowstone, our streaming services predict what we want to watch next. Retail websites frequently offer what we want to buy before we realize we want it ourselves... did I really need that lava lamp?

These predictive experiences are made possible by using data about us (and people like us) and AI algorithms to anticipate our needs. And we, as consumers, are increasingly comfortable with our data being used this way. Acxiom's latest [CX trends research](#) reveals more than half (54%) of consumers find having their data used to present relevant product ads useful, rising to almost two-thirds (64%) in the 16-34 age group.

The predictive expectation is set

In fact, we're not just getting comfortable with predictive experiences, we've come to expect them. Not so long ago, we knew booking a vacation would require a little research into suitable locations, accommodation types, and transportation options. Now we expect travel brands to present us with packages that meet our individual needs because they already understand who we are (family of four) and what we'll want (all-inclusive beach vacation with a kid's club). Equally, predictive experiences increase our productivity or,

said differently, reduce the amount of time we spend accomplishing tasks. We're no longer prepared to wade through financial products and services to find the most beneficial. We expect comparison apps, banks, and credit card companies to present our best options based on our historical value and current situation.

With the expectation of productivity and personalization set, brands must improve and change their marketing strategies and infrastructure to win in a predictive world. This shift is critical to the next stage of business transformation. The first stage was triggered by the emergence of the Internet when brands had to transform from an analog business to an e-business and adapt to e-mail, e-commerce, and digital advertising. The second stage, necessitated by social and mobile, required brands to adjust to a distributed economy across small screens and influencer marketing.

Now, the explosion of AI is driving a third wave of business transformation. Predictive marketing isn't an entirely new concept, but rapid advances in AI, bandwidth, and processing power are shifting it from a promise to a marketing necessity.

So what can marketers predict?

In addition to anticipating customer needs, predictive marketing enables brands to maximize ROI on their marketing spend. Once again, data and AI modeling are leveraged to develop predictive models governing our marketing efforts and helping us to make smarter decisions. Consider the four C's of predictive marketing:

Customer: Brands can predict which audience will be most receptive to their message. For an acquisition

program, they'll predict which prospects have the highest propensity to convert. For a campaign to increase lifetime value, they'll predict which customers would welcome an upsell or cross-sell. And sometimes even more important, we can predict which audiences a brand should not reach, thus saving costs and improving media efficiency.

Channel: Brands can predict which channel is going to be most effective in delivering a particular message or reaching a particular audience. Before a dollar in the budget is spent, we can maximize investment allocations across TV, e-mail, digital, social, direct mail, or other possibilities in the ever-growing omnichannel media landscape.

Creative: Brands can predict which creative experience will be most effective for those customers, on that channel, at that time, to achieve the desired outcome. In addition, generative AI enables us to develop creative at scale to realize personalization across multiple channels, lowering production costs and improving response and conversion rates.

Conversion: Brands can determine which offer or incentive is most likely to gain a response from the customer based on historical lifetime customer value. Value might be recognized through early access to an exclusive product, a discount, or a loyalty-based reward.

Marketers can get the best possible results from their programs by applying predictive modeling in these four areas. And they don't need to do everything at once. Even small improvements can impact the variables that contribute to ROI and boost overall performance.

A holistic framework for predictive marketing

Many marketers are already utilizing aspects of predictive marketing and finding great success. Here are the elements you'll need to support a holistic predictive marketing strategy:

An accurate and comprehensive data foundation

Effective predictive marketing is only possible with [an accurate foundation of data and identity](#) from which AI can extract the insights required for accurate decision-making. Brands will almost always start with their own first-party customer data, and then enrich that with second and third-party data from trusted partners and

providers. There are millions of variables and billions of signals that can be used to anticipate what customers want, and you need to know how to put that data to work.

An augmented intelligence layer

On top of an accurate data foundation, you'll need to employ augmented intelligence – a combination of human intelligence and AI. We're well past the stage where humans can process data at the speed and volumes required for predictive marketing. But there are too many risks when AI is left to its own devices, including hallucinations. Plus, our research reveals that 78% of consumers believe some form of human interaction is still essential for a good customer experience. Augmented intelligence allows humans to curate the experiences enabled by AI, while also helping brands retain ownership of the intellectual property in their predictive models. 'Humans in the loop' are also a key component of responsible AI use and governance.

Omnichannel excellence

Based on the insights derived through data and intelligence, marketers can then make smarter decisions about which audience to reach, across which channel, with personalized messages that drive high ROI. Not all decisions have to be made in real-time, but rather at the right time.

A measurement and optimization loop

Measurement and attribution are essential ingredients for predictive marketing, as they allow you to gauge how accurately you predict customer desires. When this data is fed back to train AI models, the result is continuous optimization, allowing the predictive model to become increasingly intelligent and precise.

Integrated supporting infrastructure

There are some incredible point-solution AI tools that will predict, for example, how you should allocate your budget across channels to get the highest response rate from a particular audience. Those tools need to be supported by the right infrastructure and intellectual property governance. Predictive marketing best practices necessitate the coordination and integration of martech and adtech platforms internal to the enterprise as well as external ecosystem partners.

Meet your customers in the predictive world

AI can help meet consumer's expectations in an increasingly predictive world, but it's not the only thing your brand will need to succeed. Exceptional predictive marketers have an AI-ready data foundation, augmented intelligence, attribution loop, and an integrated infrastructure throughout which AI should increasingly be woven. Focus on these things and your brand will be in a great place to ride the next big wave of business transformation and join your customers in the predictive world.

Six steps to guard against bias in AI results

Jordan Abbott, Chief Privacy Officer, Acxiom

Artificial intelligence (AI) has opened up exciting possibilities around improved efficiency and enhanced customer experience. But AI-driven marketing is only as good as the data available to it. This has rightfully raised concerns about the potential introduction of bias into AI results if input data lacks diversity, is influenced by societal biases or is otherwise skewed.

Here are six things brands can do right now to avoid bias in the systems that harness AI technology.

#1

Diverse and representative data:

Strive for diverse and representative data when training AI models. Aim to include different demographics and perspectives to reduce the risk of perpetuating existing biases.

#2

Robust testing and evaluation:

Conduct thorough testing of AI models to identify any biases in their outputs. Evaluation should focus on fairness across various demographic groups to catch hidden biases and discrepancies.

#3

Regular audits and monitoring:

Implement regular audits and ongoing monitoring of AI systems to detect and correct any emerging biases. This ensures continuous improvement and alignment with ethical and privacy guidelines.

#4

Collaborate with domain experts:

Involve domain experts, ethicists, and diverse voices during the development and training processes to provide valuable insights and challenge potential biases.

#5

Transparency and explainability:

Strive for transparency by ensuring AI systems are explainable to both users and developers. Understanding the factors that contribute to its decisions can help identify and mitigate biases effectively.

#6

Support a national data privacy law:

We've seen multiple states take steps to address the overarching issue of data privacy. It's time to settle on a uniform national law that addresses many of these issues. Doing so is a win-win for people and for business.

Read the full article at

www.acxiom.com/blog/privacyday2024/

The future of identity means connecting with people, not proxies



Kyle Hollaway

SVP, Products
Acxiom

As brands press on with their post-cookie strategies, Kyle Hollaway, senior vice president and head of global identity at Acxiom, explores the future of identity. With a technological convergence opening up exciting new opportunities across the industry, he explains how brands can reach people – not proxies – with far greater precision.

In the weeks since Google announced it won't deprecate cookies after all, it's been gratifying to see how brands have barely missed a beat. "As you were" seems to be the prevailing attitude across the industry, with businesses moving forward with their plans to wean themselves off third-party cookies.

And there's a very good reason for that.

Third-party cookies were only ever a proxy for people – and a highly inaccurate and ineffective proxy at that. Now, with advances in identity meaning brands can actually connect with real people, on premium platforms, there's absolutely no incentive for them to return to depending on cookies, even if that mechanism is technically still functioning.

Identity is entering a new era. Whether it's retailers creating seamless customer journeys or financial services providers delivering tailored offers, brands are increasingly confident about who they're connecting with, which opens up exciting new possibilities.

So what's driving this change, what does it mean for brands, and what do they need to do to take full advantage of it?

A timely tech convergence

To some extent, we should probably thank Google for the cookie dance. While quite frustrating, it did at least accelerate the development and adoption of some key technologies that were already in the works. A timely convergence of cloud, data clean room, and identity-related technologies is enabling a new and more effective approach to connecting with people.

There's been an overall shift toward brands using their first-party data to connect directly with downstream platforms and partners. This is enabled by data clean room technologies that sit on top of cloud hyperscalers. This combination allows data to be shared, in a privacy-compliant manner, without having to move it around the ecosystem. The ability to get a people-based match without the risk associated with sharing files across the internet is attractive to the entire industry.

But cloud-hosted data clean rooms alone don't provide a complete solution, because there still needs to be a match between data sets. The matching methods employed in data clean rooms were historically quite elementary, using predetermined hard keys like hashed email addresses, which limited scale. But now identity providers are provisioning these clean rooms with capabilities that drive higher match rates. This creates a combination of scale and precision that improves on anything brands have been able to achieve in the past.

Opening up new opportunities

One positive consequence of these developments is the emergence of new media opportunities for brands. Publishers, retailers, and media companies have always had their own audiences and a wealth of first-party data, but they couldn't do much with that data because they didn't want to share it.

Now the ability to share this data in a privacy-compliant manner, where the platform or publisher retains total control, is driving the success of retail media and other media networks. A whole new segment of the industry is opening up and providing ideal environments for brands to find their customers and the customers they'd love to have.

Brands no longer need to deal with opaque audience expansion and obfuscation as they have in the past. They don't need to waste advertising dollars reaching people who have nothing in common with their intended audience or lose out to the adtech tax. Instead, they can take their first-party audiences and identifiers directly to the publishers or platforms with which they want to work. The platforms can find those people within their own audiences and get the brand's message in front of them.

As well as making far better use of their budgets, knowing precisely who they're talking to means brands can use different tactics, like delivering personalized communications and offers. Financial services brands, for example, could potentially make pre-screened credit card offers via digital channels – previously only possible via direct mail.

In addition to working more directly with publishers and platforms, the ability to securely share data also opens up opportunities in the ecosystem economy. Brands can partner with brands from multiple industries, creating shared data ecosystems. These ecosystems allow them to deliver better customer experiences, drive more value from their first-party data, and achieve a faster return on their investment in digital innovation.

Making the most of identity's new era

So what should your brand be doing to make the most of this new era of identity, where you can connect with real people rather than proxies? These four steps will set you on your way:

Unify your first-party data

We can't say this often enough. Your first-party data represents your direct relationship with your customers, so it's always the best place to start. Determining what data you have and unifying it in a single location and view of the customer is vital.

Add identity and data hygiene

An enterprise identity solution will help you assimilate your data so everything you know about each customer is linked. And data hygiene will make sure your information is accurate and up to date.

Expand and enrich your audience

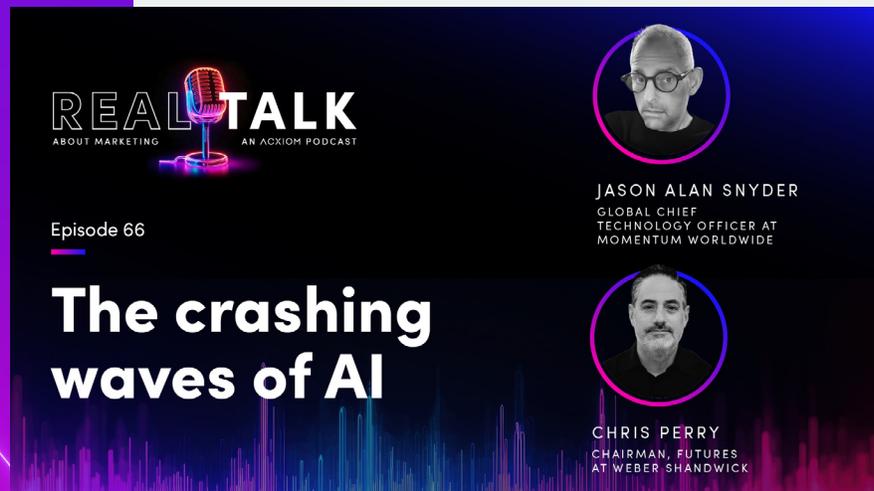
Expanding your audience, either through lookalike audiences or data enrichment, will give you greater reach while maintaining precision. This provides greater scope for segmentation and personalization and will drive better results.

Make industry connections

Whether you're connecting directly with premium platforms through data clean rooms, or entering into brand partnerships through data ecosystems, you can be specific about activating audiences and can reach them with precision.

With many brands still building out their internal capabilities, working with a partner may be the quickest way to get your data and identity foundation in place so you can start taking advantage of identity's new era. To find out more about how to advance post-cookie plans (and why you should), take a look at our recent blog post.

Check out
Acxiom's
Real Talk
about
Marketing
podcast!



REAL TALK
ABOUT MARKETING AN ACXIOM PODCAST

Episode 66

The crashing waves of AI

JASON ALAN SNYDER
GLOBAL CHIEF TECHNOLOGY OFFICER AT MOMENTUM WORLDWIDE

CHRIS PERRY
CHAIRMAN, FUTURES AT WEBER SHANDWICK



REAL TALK
ABOUT MARKETING AN ACXIOM PODCAST

Episode 67

Driving the Future of Automotive

AARON SHAFFER
EXECUTIVE DIRECTOR, ANALYTICS INNOVATION AT GENERAL MOTORS (GM)

From events to journeys: A lighthouse for your Adobe Customer Journey Analytics transition

Peter Kulupka

Managing Director, Adobe Consulting Practice
Acxiom

Imagine if every time you met a close friend, they acted as if it were your first encounter, not recognizing anything about you. Wouldn't that be strange?

Brands are now shifting their approach to interact with customers more personally. Throughout the journey from awareness to conversion, customers engage with brands across multiple channels, platforms, and devices. Brands strive for consistent, personalized experiences at every touchpoint to drive conversions.

To support this approach, brands need to shift their measurement and analytics to recognize customers at each interaction and provide seamless experiences. For brands using Adobe, this means transitioning from event-based Adobe Analytics to Adobe Customer Journey Analytics.

Adobe Customer Journey Analytics unifies data across channels and devices, assigning it to a single profile. From the first engagement, marketers can collect behavioral signals and build an understanding of customer interactions with the brand.

[As an Adobe Platinum solution and technology partner](#), Acxiom offers a structured pathway for this transition. We start with a lighthouse approach, identifying and transitioning a single journey, measuring it in both systems concurrently. This helps teams understand measurement changes and acts as a guide for the rest of the migration. As confidence grows, we layer on more journeys until fully transitioned to Adobe Customer Journey Analytics.

The transition pathway includes six steps:

Assess current-state marketing analytics

capability: Diagnose current measurement tools, data capture, metrics, and usage.

Develop new marketing insights, vision, and goals:

Define desired business outcomes and create use cases for the initial lighthouse.

Optimize the campaign planning process with journey-based insights:

Design future state technology, data, analytics, process enhancements, and an agile operating model.

Design data flows and models for integration:

Prioritize tasks for the initial transition, possibly shifting from single-channel to cross-functional teams.

Build architecture with a phased implementation roadmap:

Launch the initial lighthouse, capturing data and measuring interactions in both systems.

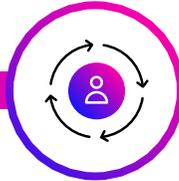
Deliver white-glove support throughout migration and adoption:

Iteratively repeat the process until fully migrated, ensuring everyone is aligned.

Acxiom helps brands accelerate growth with Adobe Experience Cloud



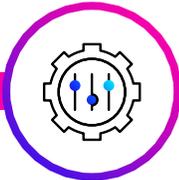
Content Supply Chain



Unified Customer Experiences



B2B Go-to-Market Orchestration



Future-proofed workflows



Customer acquisition engine



Next-gen customer journeys



Analytics modernization

And our clients love the results:

A financial services brand:

- 35% efficiencies in omni-channel marketing
- \$13.9 million in annual operational and technology cost savings

A home improvement retailer:

- Result: 10X faster delivery of personalized experiences, from 10 days to 24 hours
- Optimizing more than \$1 million in media spend based on journey stage insights

[Learn More](#)

Acxiom's Adobe Practice



Love the

solve.

ACXIOM

Boost email marketing results with smart data and segmentation strategies

Carolyn Nye

Principal Sales Support Manager
Acxiom

The world feels busier than ever. The grind of everyday life for millions of Americans balancing work, kids, family, and basic life tasks can feel daunting and overwhelming. It sometimes feels hard to keep your head above water most days, let alone pay attention to the dozens, if not hundreds, of messages we get daily from brands eagerly competing for our consideration.

As both a consumer and a marketer, I always look for ads or campaigns that impress me, gain my attention, cut through the noise, and elicit a reaction. I know that is not easy.

I notice two things in common with every email, video, or display ad from brands I respond to: First, they're delivered at just the right time to address a current need or solve an immediate problem. Second, they're personalized to be relevant to the current stage of life I am experiencing or somehow connected with my interests on a deeper level.

Let's look at an example. My family adopted our first dog, a rescue, a little over a year ago. Our dynamic changed drastically overnight, and a new need for certain products and services emerged: From dog toys to treats, food, boarding services, and more, I was clicking on every ad for anything dog-related. I opened emails from brands that promote products to make my adjustment to dog ownership easier. I purchased dog treat bones that last longer than 5 minutes – as well as specialty dog food and repellent spray to discourage our dog from chewing on the furniture. All these marketing messages were welcomed, whereas two years ago I automatically deleted or ignored anything pet-related because it was irrelevant at the time.

As data-driven marketers, we have information at our fingertips that helps connect the dots to present these messages to people so they too experience both something timely and relevant, which will lead to better-performing campaigns and valuable new customers.

Data as simple as knowing the area of the country where a person lives, the family dynamic, the presence of and age of children in the household, and a person's hobbies or interests is valuable, as is knowing if a family travels often or, as in my case, has a dog. It could be very important to know if someone is caring for an aging relative, and it is valuable to be able to segment those who tend to use services like lawn care versus those who are DIY'ers.

All of these things influence how people shop and the goods and services they seek. Certain combinations of specific information can help predict the likelihood that people will be interested in a product or service, and help brands develop smarter marketing campaigns.

When brands present creative messages that are tailored to prospective customers to truly stand out from the noise of everyday life and help solve a problem, everybody wins. That is what good marketing is all about – finding the people who need a product or service and speaking to them on a personal and relevant level. When brands can accomplish that, they grow organically and develop loyal customers. To learn more about winning email marketing strategies, check out our recent [webinar](#).

Finding new automotive buyers with ROAS of 30X

Case Study | Auto

A large OEM wanted to reach prospects for new vehicles using a low cost/high-engagement channel. The OEM was using multiple partners, resulting in insufficient scale and a high cost per new vehicle sold.

OUTCOME

30x Return on ad spend from new-to-brand buyers

▼ \$40 Cost per incremental vehicle sale

3.5x Higher scale

HOW

Acxiom's email strategy team used age and income attributes along with proprietary predictive scores to select households most likely to be in market for a new vehicle.

The scale of Acxiom's permissioned email universe was 3.5X more than the competition, and the campaign far exceeded return on ad spend expectations.

- Email Connections
- InfoBase Data
- Audience Propensities
- Analytics/Regression Modeling



ACXIOM

For more information, please
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