

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

Event recap: Thank you for joining us!

We were thrilled to welcome you to Google's St. John's Terminal in New York for an engaging look into the future of financial marketing. Your participation played a key role in the event's success, and we hope you left feeling inspired – with fresh ideas and strategies to help you better harness data and technology to generate more impactful marketing outcomes.



Key themes and highlights

The day was filled with rich discussions and forward-thinking insights. Here are some of the core themes we explored:

The power of partnership. A closer look at the strategic alliance between Google and Acxiom and how our combined technologies and data expertise are helping brands create more personalized, ethical, and scalable marketing strategies.

Data-driven personalization. The growing importance of leveraging data to deliver the right message to the right audience – creating experiences that are both impactful and respectful of consumer privacy.

Embracing emerging technologies. How leading financial institutions are adopting innovative technologies to drive more personalized, efficient, and effective customer engagement.

Unlocking cloud capabilities. Demonstrating the power of integrating Google Cloud Platform (GCP) with Acxiom's data solutions to enhance accessibility and deliver actionable insights to marketers.

Maximizing ROI with advanced binding. A deep dive into value-based bidding strategies that align marketing spend with measurable business outcomes for stronger campaign performance.

The rise of media networks. Exploring how financial services can tap into media networks to unlock new growth opportunities using the combined tools and insights from Google and Acxiom.

Future-forward with AI and collaboration. A forward-looking discussion on the expanding role of AI, the importance of clean rooms, and how secure data collaboration – powered by Google Marketing Platform and Acxiom – is shaping the future of marketing.



Session snapshots

We covered a wide range of topics – from the strategic value of the Google-Acxiom partnership to practical case studies and future-focused insights. Here's a quick recap:



Why Acxiom? The Google- Acxiom Partnership

Setting the stage for scalable, data-driven personalization.



Emerging Tech Assessment

Exploring innovative strategies to elevate customer engagement.



Google Cloud Platform (GCP) + Acxiom Integration

Enhancing data accessibility and delivering deeper insights.



Case Study: Value-Based Bidding

Demonstrating how smarter bidding strategies can drive stronger ROI.



Media Networks in Financial Services

Unlocking new growth opportunities using first-party data.



Future Forward: Expert Insights on Marketing, Data and Tech

A look ahead at AI, GMP, and clean room collaboration.



Stay connected & continue the conversation: We encourage you to reach out to your Google and Acxiom representatives to discuss how these solutions can be tailored to your specific needs.

Complimentary GMP Assessment

The screenshot displays the 'Audit Questions' section of the GMP Assessment tool. It features a navigation bar with 'Global Brand Summary', 'Audit Questions', 'Market Details', and 'Report Builder'. The main content area is titled 'EXAMPLE' and 'GMP ASSESSMENT'. On the left, there is a sidebar with a 'Platforms' section (0% complete) and an 'Intelligence' section (23 of 31 answered, 74% completed). The main question is '1. Which Google products are currently being utilized? *'. Below the question, it says 'Select all that apply.' and lists several Google products with checkboxes: Display & Video 360 (DV360), Search Ads 360 (SA360), Google Analytics 4 (GA4), Google Analytics 360 (GA360), Campaign Manager 360 (CM360), Google Tag Manager (GTM), Server-Side Google Tag Manager (sGTM), Google Ads, BigQuery, Google Cloud Platform (GCP), Ads Data Hub (ADH), Other: _____, and N/A. A 'SAVED 0 MINS. AGO' indicator is visible in the top right corner. At the bottom, there is an 'Additional Comments (optional)' section with a text input field.

In just a few weeks, we'll help you:

- 01 Define your marketing goals and blockers
- 02 Evaluate your GMP configuration
- 03 Deliver a gap analysis to guide your next moves

Interested in unlocking more value from your Google Marketing Platform investment?
Email us at gmp@acxiom.com for a complimentary assessment

Thank you once again for your valuable participation!

This recap is intended for attendees of The Future of Financial Marketing on May 29, 2025.