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The Future of Financial Marketing

Leveraging Google Marketing Platform
for success with Acxiom

May 29, 2025

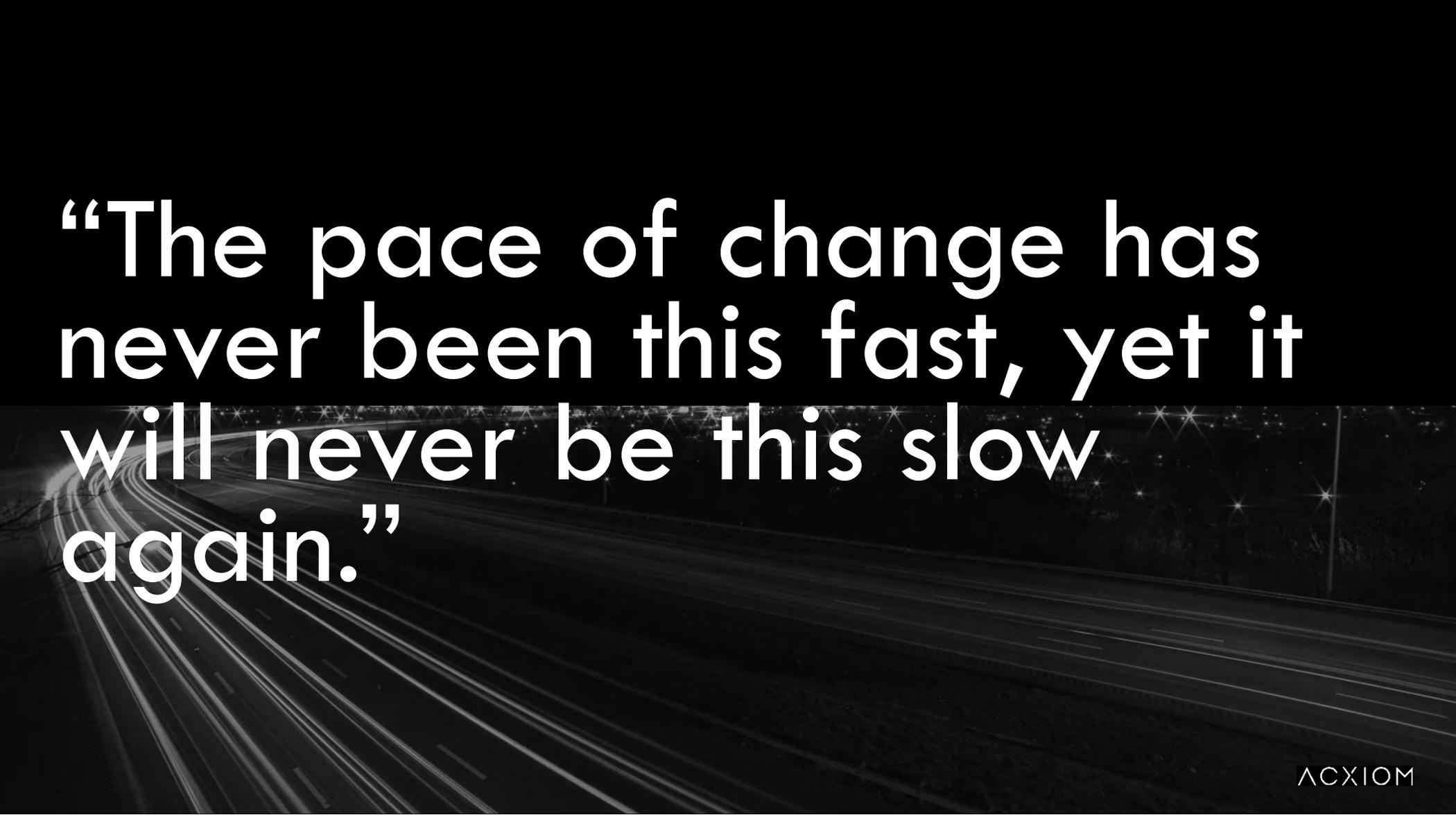# Your speaker

Chris Schimkat
Global Head of Advisory Services & GMP
Acxiom

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Welcome

"The pace of change has never been this fast, yet it will never be this slow again."

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OBJECTIVE

Clear insight into the future of financial marketing — & a roadmap to accelerate with the pace of change.

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Key themes we'll explore

01   Google & Acxiom's partnership

02   Emerging tech assessment

03   Accelerating speed to value in cloud

04   Value-based bidding

05   Media networks for financial services

06   Expert insights on marketing, data & technology

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GOOGLE

Monique Sanchez
Director, Agency
Business Development

Shauna Gerry
Head of IS Sector,
Google Marketing
Platform

Taige Eoff
Cloud, Data, &
AI Lead

Connor Green
Business Development
Manager, Commerce
Media

ACXIOM

Sean Muzzy
President, Client
Operations &
Professional Services

Greg Morton
Industry Partner,
Financial Services

Yerddy Lanfranco
SVP, Growth &
Partnerships

Louis Sussan
SVP, Platforms &
Advisory Practice

Elizabeth Donovan
SVP, Retail &
Commerce Media
Networks

Cesar Olivier
VP, GMP Sales

Aldo van Hedel
VP, Global
GMP Strategy

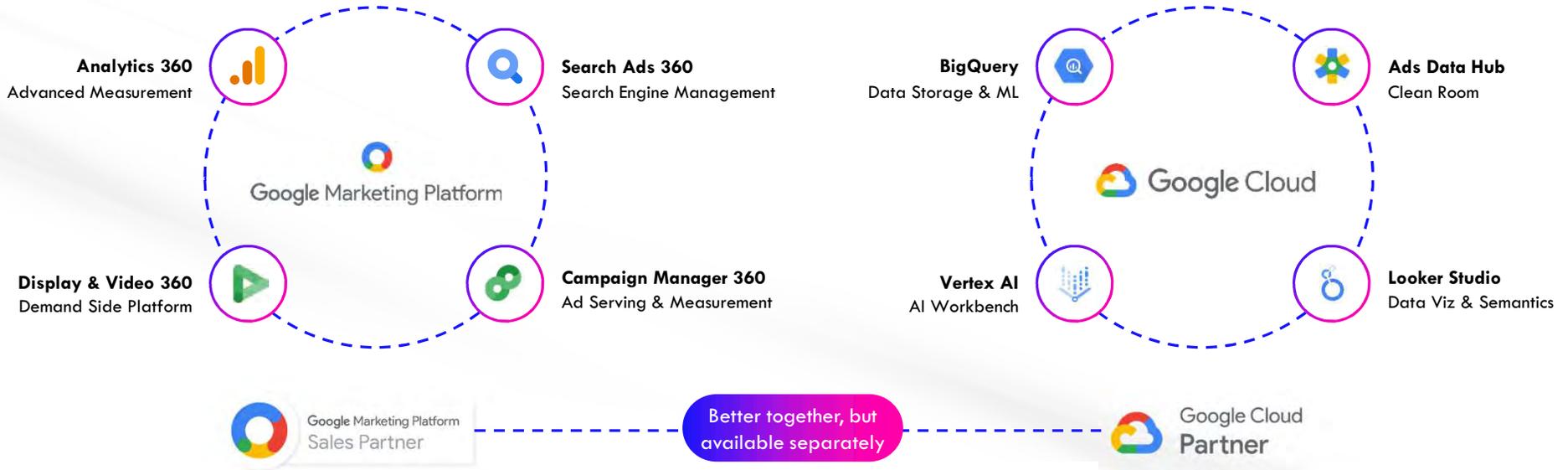**Deborah Balme**
VP, GMP
Client Success

Kunwei Lin
VP, Platforms

Nerissa Brooke
Strategic Digital
Client Partner

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What are GMP & GCP?

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Google Marketing & Cloud Platforms

Analytics 360
Advanced Measurement

Search Ads 360
Search Engine Management

Display & Video 360
Demand Side Platform

Campaign Manager 360
Ad Serving & Measurement

Google Marketing Platform

BigQuery
Data Storage & ML

Ads Data Hub
Clean Room

Vertex AI
AI Workbench

Looker Studio
Data Viz & Semantics

Google Cloud

Google Marketing Platform
Sales Partner

Better together, but available separately

Google Cloud
Partner

9

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GOOGLE MARKETING PLATFORM (GMP) IS...

An enterprise marketing ecosystem that enables brands to buy, measure, and optimize media across Google properties & beyond.

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What is a part of the stack?

BUYING PLATFORMS

Buy & optimize media across
display, video, & search

Display & Video
360

Search Ads
360

MEASUREMENT PLATFORMS

Widen your measured data & empower
even **better business decisions**

Campaign Manager
360

Google Analytics
360

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Why brands love GMP

It's easy to integrate & customize

Heaps of automation & AI out of the box

A single platform that gives access to a wide range of inventory & measurement

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Google & Acxiom's partnership

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Your speakers

Monique Sanchez
Director, Agency Business Development
Google

Sean Muzzy
President, Services & Solutions
Acxiom

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Google's AI advantage
is your business advantage

Infrastructure   **Research**   **Scale**

Today's consumer is **seamlessly** and **simultaneously** moving across **4 key behaviors**

Searching

Streaming

Scrolling

Shopping

83% of people say they are using Google or YouTube daily, significantly higher than any other online platform

Searching

Google Search reaches over **2 billion users** daily

We see over **5 trillion searches** on Google annually

They captivated

Gen Z are heavy users of Google Search; signed in users aged 18-24 issue **more queries each day** than other age groups

Google Search is **the greatest platform for capturing intent ever made**

Streaming

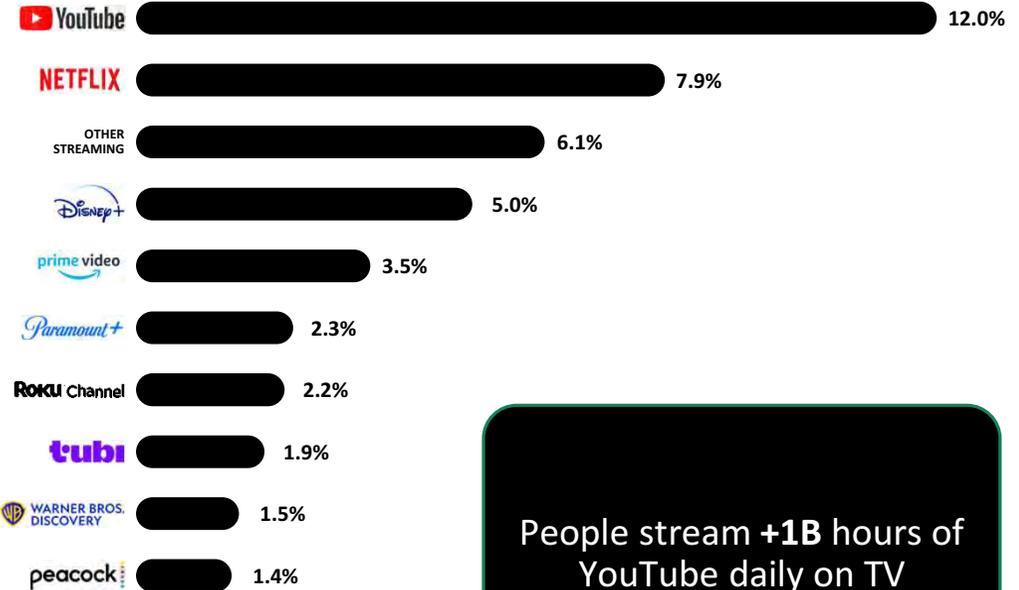ICYMI: YouTube is the **leader in streaming** by watchtime

𝕿 *How YouTube Took Over Our Television Screens*
The platform first known for viral videos now attracts more viewers on TVs than Netflix, Disney+ or Amazon Prime Video.

FEBRUARY 2025

YouTube continues to be **#1 in TV & streaming** as reported by The Gauge

▶ YouTube	12.0%
NETFLIX	7.9%
OTHER STREAMING	6.1%
Disney+	5.0%
prime video	3.5%
Paramount+	2.3%
Roku Channel	2.2%
tubi	1.9%
WARNER BROS. DISCOVERY	1.5%
peacock	1.4%

SOURCE: Nielsen National TV Panel Data plus Streaming Video, **Feb. 2025**

People stream **+1B** hours of YouTube daily on TV screens

Scrolling

Not all scrolling is equal:
On YouTube, it's **time well spent**

The New York Times

Almost half of Gen Z wishes social media platforms like X and TikTok didn't exist

Gen Z viewers rank **YouTube #1** when it comes to feeling like they're **doing something quality with their time**

If Gen Z viewers in the U.S. **could only watch one service for an entire year,** the **#1 platform** they chose was YouTube*

Shopping

Google and YouTube are **indispensable for shopping**

People shop across Google more than **a billion times** a day

When making online purchases involving multiple touchpoints, logged-in consumers turn to Google and YouTube **twice as often as the leading social media platform**
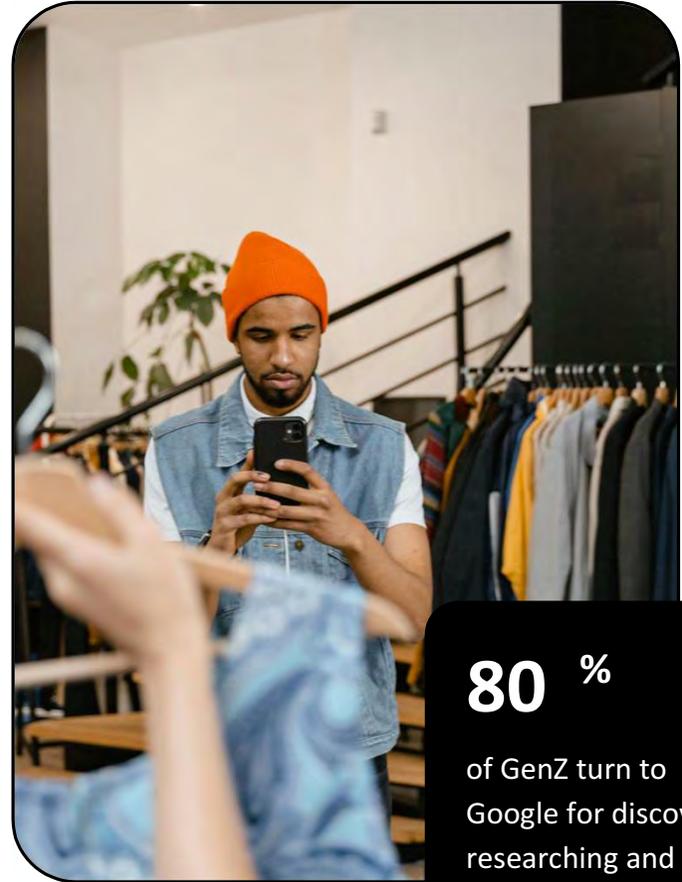
80 **%**

of GenZ turn to Google for discovering, researching and purchasing

86% of online purchase journeys
with 5+ touchpoints

A majority of shoppers (61%) interact with 5+ touchpoints in their online purchase journeys; Google/YouTube are present in 86% of them.[This is higher than other major online platforms.] Google/Ipsos, Global Consumer Journeys, Dec 2024, online survey, online shoppers 18+ n=19,573 online purchasers, n=11,835 online purchasers who used 5+ touchpoints. AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK.

Only Google and YouTube
get you in front of customers across these four behaviors

Searching

Streaming

Scrolling

Shopping

BCG Study Path To Excellence Report: Why Partnerships Matter More Than Ever

Marketers will need to lean more on Agencies

Agencies are 35% more advanced than Advertisers on AI use cases[1]…

…But **are under-leveraged by Advertisers** as only **42%** of them think their Agency has helped educate them on AI Marketing solutions[2]

In next 3 years, Agencies will be at core of the AI revolution (scale advantage vs. individual marketers)

Agencies will need to lean more on Google

Progress so far on AI has **already been incredible - value is becoming sizable**

But **separation is happening** from "leaders" (top 40%) and "followers" (60%)

Tech partnerships will be a key success factor driving differentiation next 3 years..

And Google is going to be a **critical partner in helping Agencies** be at the top

Google Google

Acxiom puts data to work so brands can realize the greatest value from data & technology.

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Acxiom's value to Clients

01

Unlock data's full potential for growth
Optimize performance with 1P, 2P, & 3P data

02

Power brands' success
Expand offerings to drive business outcomes

03

Supercharge brands' own teams
Augmenting & supporting the development of in-house teams

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Facts & stats

LEADER IN DATA & IDENTITY

2.6B
addressable
people globally

36+
global data
services markets

10k+
unique
attributes

500+
activation
platforms

100+
brand-specific
identity graphs

DELIVERING VALUE AT SCALE

5T+
# of records processed
per month

14M
gigabytes volume of
data processed
per month

6.2M
gigabytes
managed

1T+
first-party data
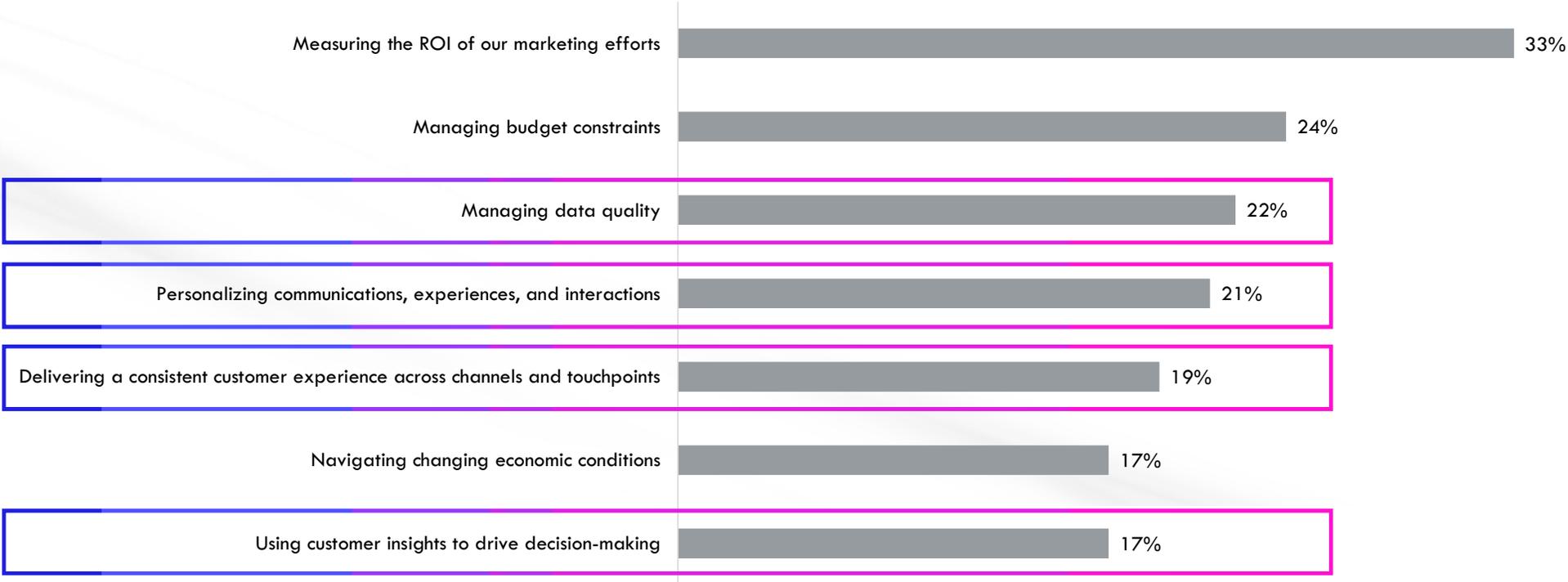records managed

13B+
clean room
records per month

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Marketers struggle to bridge data & activation

What are your organization's top marketing challenges? (Top 7 responses shown)

Challenge	Percentage
Measuring the ROI of our marketing efforts	33%
Managing budget constraints	24%
Managing data quality	22%
Personalizing communications, experiences, and interactions	21%
Delivering a consistent customer experience across channels and touchpoints	19%
Navigating changing economic conditions	17%
Using customer insights to drive decision-making	17%

(Not all responses shown)
Base: 1,042 B2C marketing decision-makers
Source: Forrester's Marketing Survey, 2025

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What's new in 2025?

90% of global S&P companies plan to expand their ecosystem activities

Multi-million $ commitments by top partners

72% of CMOs prefer multi-vendor platform solutions

Partners showing explosive growth of Agentic & Generative AI

90% of enterprises plan to increase investments in data collaboration

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Our partners span the modern martech & data stack

CUSTOMER EXPERIENCE, ACTIVATION

salesforce

Google Marketing Platform

Adobe

DECISIONING, COLLABORATION

TREASURE DATA

ActionIQ

PEGA

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End-to-end services to drive growth & revenue

ADVISORY & STRATEGY   IMPLEMENTATION   RUN & OPERATE

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

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GOOGLE PRACTICE

on a global scale

Americas: 1340
GMP + Ads certifications

EMEA: 512
GMP + Ads certifications

APAC: 451
GMP + Ads certifications

68 offices

48 countries

5x reseller markets

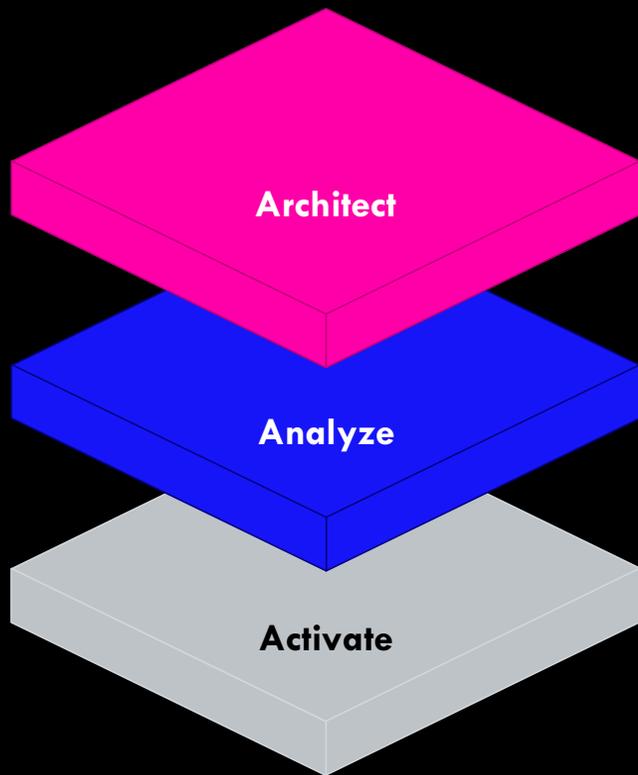**2,300+** certifications

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AAA framework for maximizing value from GMP

Architect

- Platform audits
- Data collection strategy
- Clean room architecture
- Durable measurement consulting
- Cloud architecture
- Platforms consolidation
- First-party data onboarding
- Maturity assessments

Analyze

- Experimentation & testing
- Cookieless attribution
- Performance reporting & insights
- Web analytics insights
- Test & learn roadmaps

Activate

- Predictive modelling
- Media & experience personalization
- Platforms training
- Walled garden optimization
- First-party data activation
- Feed management / DCO

Google Analytics 4   Campaign Manager   Search Ads 360   Display & Video 360

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What that delivers for brands

Faster speed to
outcomes

Activating Acxiom data
assets in Google

Early access to
new technology

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What that delivers for brands

Faster speed to outcomes

Activating Acxiom data assets in Google

Early access to new technology

Mar 8, 2024 10:09 AM Eastern Standard Time

KINESSO Unveils Industry's Most Cutting-Edge Solution to Optimize Campaign Performance in the Post-Cookie Era

Share in X ⓕ ✉ 🔗 ···

The Emerging Tech Assessment Enables IPG Mediabrands Agencies to Deliver Unparalleled Campaign Results for Brands Despite Impending Signal Loss

NEW YORK--(BUSINESS WIRE)--KINESSO, the IPG Mediabrands technology-driven performance marketing agency within Interpublic Group (NYSE: IPG) announced today the launch of their Emerging Tech Assessment (ETA), a next-gen solution for brands looking to optimize campaign performance in a post-cookie world. This proprietary offering is the most comprehensive offering of its kind, specifically designed to assess and mitigate potential performance risks for clients and marketers alike.

MediaPost   Publications   Events   Awards   Members   More   🔍

COMMENTARY

Kinesso Ramps Up Scientific Model, Opens 'Experimentation Lab'

by Joe Mandese @mp_joemandese, November 14, 2024

At a time when media inputs are becoming increasingly opaque, IPG Mediabrands Kinesso unit is doubling down on a scientific methodology utilizing high-speed experiments involving tens of thousands of tests to better understand which ones lead to better outcomes for clients, platforms, media and creative executions.

The hub of the new experimental model is aptly named the "Experimentation Lab," and is being led by Berna Tollefsen, a long-time analytics and experimentation exec at Citi, who joined Kinesso in May as vice president of experimentation.

"Experimentation is a scientific methodology to validate hypotheses," she explained in an interview on the eve of this morning's announcement, adding; "It can be as simple as testing different creatives, or it can be a bit more complex, requiring us to test variations of multiple elements simultaneously."

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What that delivers for brands

Faster speed to
outcomes

**Activating Acxiom data
assets in Google**

Early access to
new technology

CASE STUDY
Retail Client | Anonymous Visitor Recognition with **Real Identity**

RESULTS

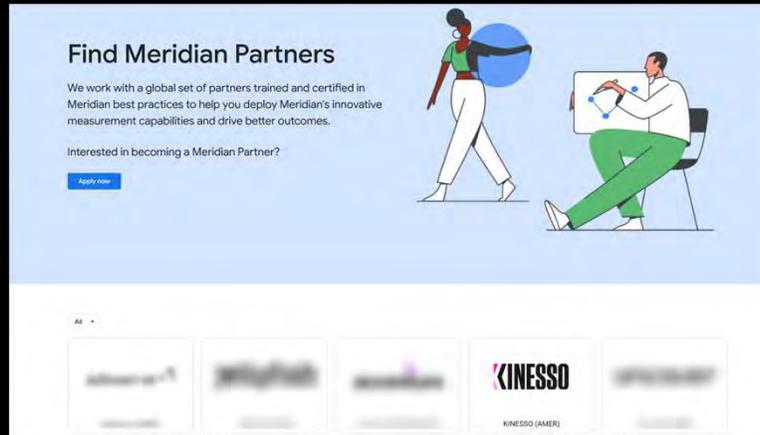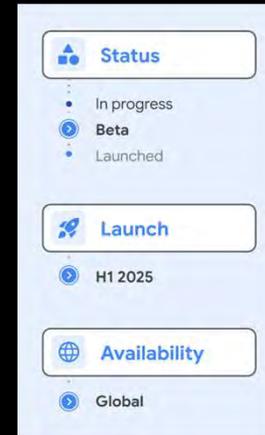**2X** anonymous visitor
recognition

29% increase in
orders

47% more revenue
per visitor

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What that delivers for brands

| Faster speed to outcomes | Activating Acxiom data assets in Google | Early access to new technology |

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Today

Where the industry is going

Which tactics and strategies drive marketing performance now & in the future.

How to keep pace

Designing an architecture that moves as quickly as the industry.

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Navigating the new era of marketing with emerging technology assessment

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Your speaker

Kunwei Lin
VP, Platforms
Acxiom

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A future of seamless omni-channel experiences leveraging relevant data, relevant technology & valuable insights.

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Adapting to the digital revolution's rapid pace: Media, privacy & technology

Tightened privacy regulation

Effective 1PD activation

Reconnect siloed measurement

Demonstrable business outcomes

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Emerging Tech Assessment (ETA) for marketing excellence

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A comprehensive, engaging process to assess & prepare for strategic alliance & data/tech readiness

- Endorsed by Forrester and Gartner

- Questionnaire + stakeholder workshop

- In-depth analysis across 8 categories

- Sophisticated scorecards with benchmarking

- Actionable recommendations with roadmaps and timelines

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CASE STUDY

ETA for a Finance Company

2 LOBs | 3 Countries | 31 Recommendations

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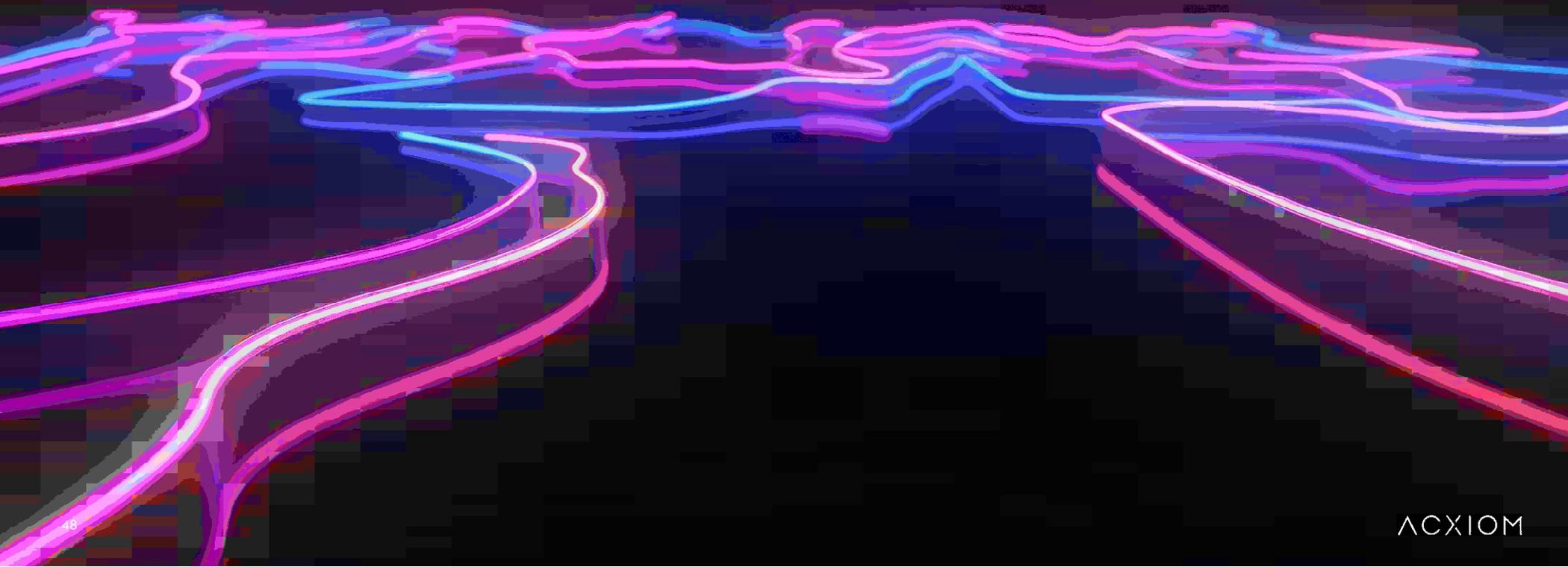
5 Key areas of opportunities
Identified with recommendations

Comprehensive data collection and integration

Build a fully integrated, robust technology stack

Establish clear connectivity and integrations

Achieve cost efficiencies

Strengthen privacy and compliance

Missing signals

Gaps in existing technology stack

Uncertain platform and data connectivity

Rising data management costs and underutilized platforms
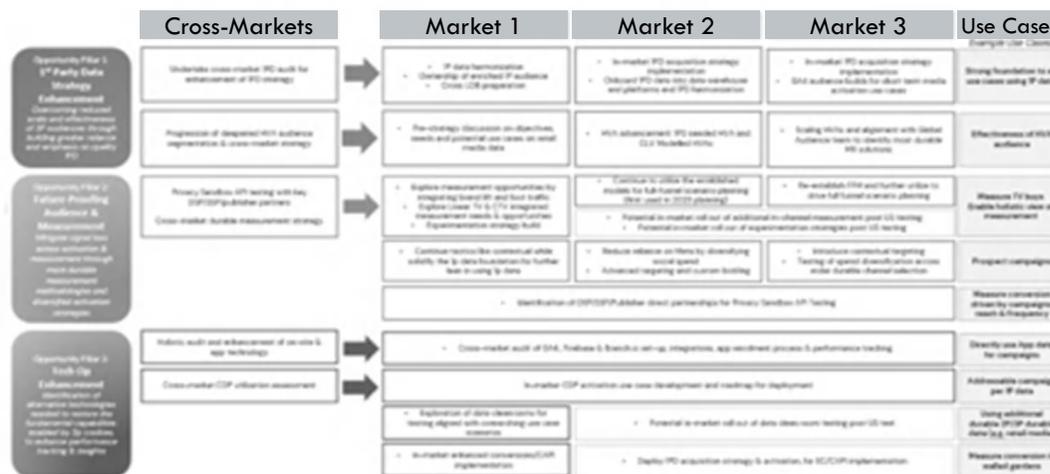
Evolving data privacy regulations

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Enabled global consistency with local flexibility

A global martech strategy doesn't mean a one-size-fits-all approach

- **Cross-market alignment** with global efficiency

- **Localized optimization** assuring effectiveness

- **Geo-specific playbooks** and support

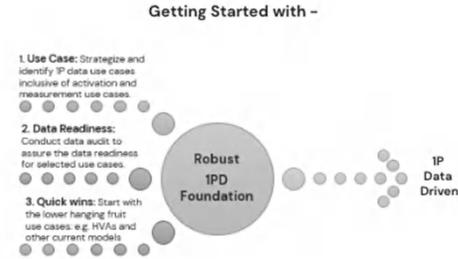Overview of Cross-Market & In-Market Led Recommendations

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High-fidelity 1st party customer data strategy driven

- Robust 1st party data foundation from **accurate and unified data**

- Future-proofed compliance enabling **privacy-safe data collaboration**

- **Stronger personalization** upon richer segmentation and insights

- Improved targeting accuracy for **higher campaign performance**

Prioritize quality 1st Party Data

- Boost revenue with targeted marketing and personalized experiences enabled by 1st party data
- Improved ROI by reducing the reliance and the smarter use of 3rd party data
- Know your customers better, build loyalty, and win
- Providing a competitive advantage through data-driven decision-making

Getting Started with –

1. **Use Case:** Strategize and identify 1P data use cases inclusive of activation and measurement use cases.

2. **Data Readiness:** Conduct data audit to assure the data readiness for selected use cases.

3. **Quick wins:** Start with the lower hanging fruit use cases: e.g. HVAs and other current models

Robust 1PD Foundation → 1P Data Driven

Building the Foundation for a 1st Party Strategy

SOLUTION	OVERVIEW	BENEFIT	NEXT STEP
UNLOCK 1PD TECH STACK	With the homegrown CDP, hold a workshop on data management and activation for future-proof strategies, focusing on 1P data, storage, connectivity, and implementation.	Create actionable 360° customer profiles by consolidating data into a single source of truth, enabling long-term insights into digital media performance and the customer journey.	Collaborate with EDDS to evaluate conduct a workshop on CDPs operations and best for future-proof media activation use cases. Evaluate augmenting CRM data with Acxiom Demo, Interest and Propensities for Personalization.
CAPI AND ENHANCED CONVERSIONS	Leverage available funding from IPG CAPI partnership programs with walled garden platforms to implement CAPI and Enhanced Conversions	Maintain performance signals between media platforms and advertiser website through enhanced data sharing. Future proof conversion measurement.	Following META CAPI discussions with Amex, the team can address implementation needs (e.g. compliance). Also, explore Google's Enhanced Conversions Partnership Program for support. Test Acxiom CAPI integrations
FUTUREPROOF 1PD MEDIA	Leveraging cookie-less solutions like UID 2.0 and Ramp ID to connect advertiser first-party data to media channels for segmentation, measurement, and insights.	Future-proof targeting capabilities by maintaining essential targeting functions as privacy regulations evolve. Early learning opportunities provide valuable insights, allowing AMEX to gauge how changes affect performance and measurement.	Workshop needed to discuss broader authenticated ID tests. Evaluate 1PD Direct Connectors
Value-Based Bidding (VBB)	Continue to shift investment toward VBB, which demonstrated strong performance in targeting high-value cardholders compared to Max Conversions during testing.	VBB addressed challenges like privacy compliance and the decline of third-party cookies, with high performance as measured by ROAS and share of wallet.	Given successful testing versus Max conversions, Search team to look to move additional budget to VBB in 2025.

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Integrated technology & data intelligence

- Thoroughly mapped out the **tech stack landscape and data flow** per market

- Addressed **global commonalities** and **regional nuances**

- Efficiency assessed in capabilities, utilization, and cross platform integration, **enhancing tech ROI**

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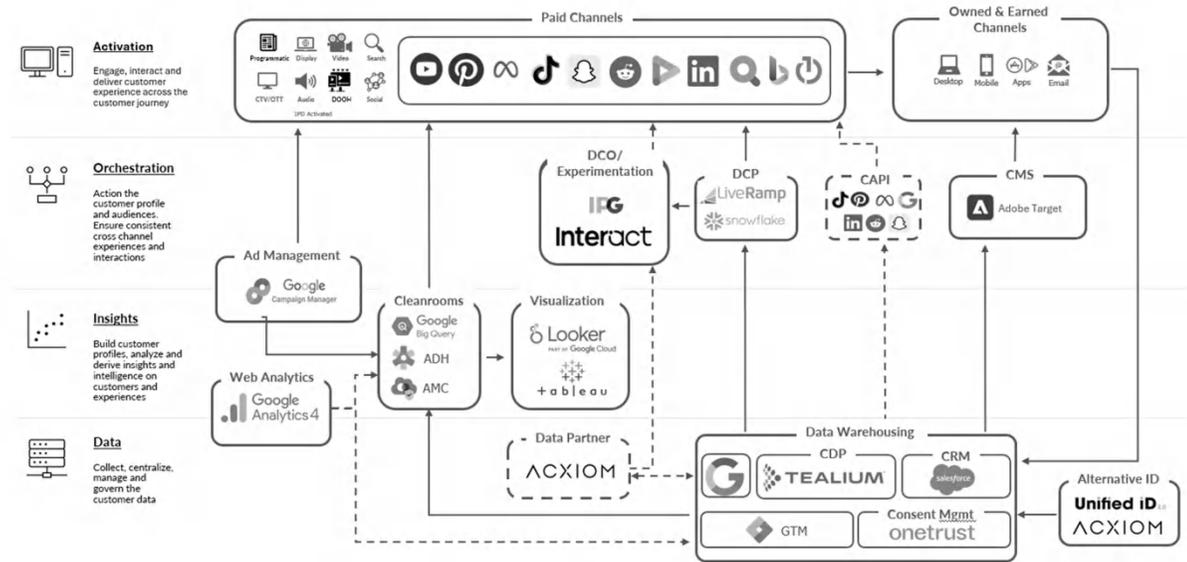
Actionable recommendations

- Built **phased roadmaps** with prioritized short-, mid-, and long-term actions

- Analyzed **effort** vs. **impact** to highlight **quick wins**

- Developed timelines reflecting the **dependencies** and **accelerators**

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Client voices – proven impact

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Accelerating speed to value in cloud

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Your speakers

Taige Eoff
Cloud, Data, & AI
Google

Chris Schimkat
Global Head of Advisory Services & GMP
Acxiom

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"The pace of change has never been this fast, yet it will never be this slow again."

The promise of AI

ACCELERATED ADOPTION

100%

increase in AI powered marketing efforts since 2022

2.5x

Expected further increase by 2028

DELIVERING VALUE AT SCALE

An 8.6% improvement in sales productivity
(up from 5.1% YoY)

An 8.5% increase in customer satisfaction
(up from 6.1% YoY)

A 10.8% reduction in marketing overhead costs
(compared to 7.0% YoY)

Source: The CMO Survey (34th Edition, Spring 2025)

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Barriers to AI & automation

Average difficulty score

Challenges to implement personalized marketing

Challenge	Score
Data challenges	23%
Budget challenges	18%
Fear of over-personalizing	16%
Skills availability	16%
Technology challenges	15%
Sales-marketing disconnect	13%

Source: Infosys CMO Radar Survey 2025

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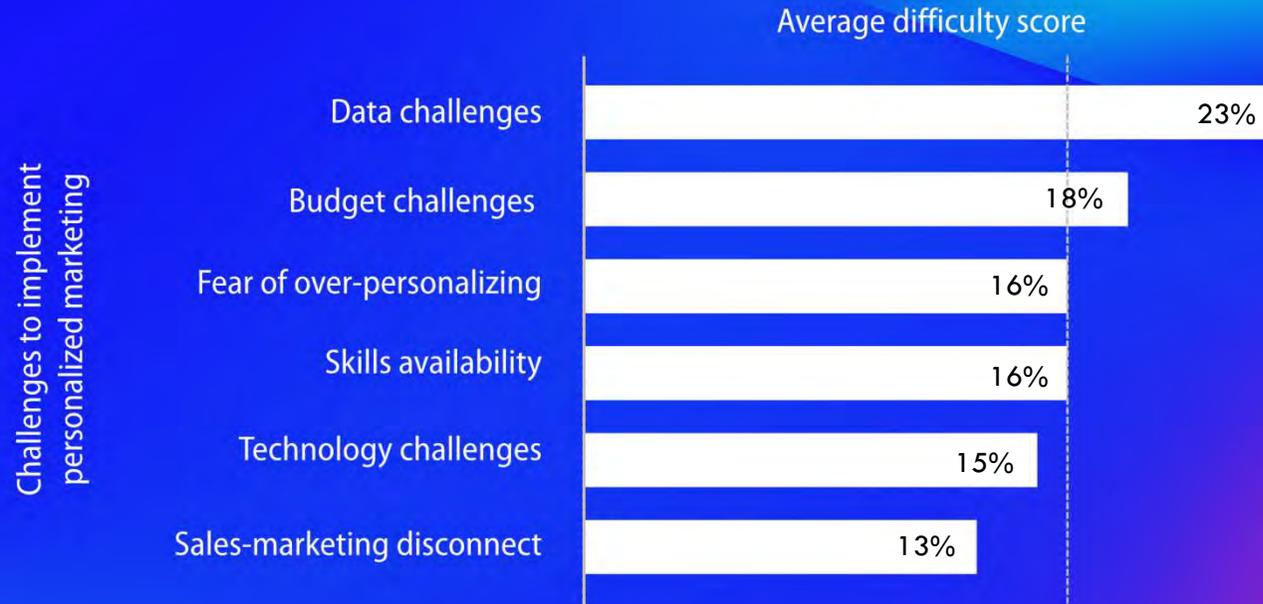
What normally stands in the way

Specialized resources, time, & budget

Internal politics, compliance, legal

Planning & building something for the first time

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Tech diagram

GOOGLE ADS / GMP

Data Transfer Service

DATA CONNECTORS

Authentication, extraction & scheduling

ADDITIONAL SOURCES

1PD

Adobe

Salesforce

Other channels

Google Cloud

Marketing Data Warehouse

BigQuery ML

Vertex AI

Cloud Run

Analytics Hub

ACTIVATION

Looker

Semantic Layer

Business Intelligence

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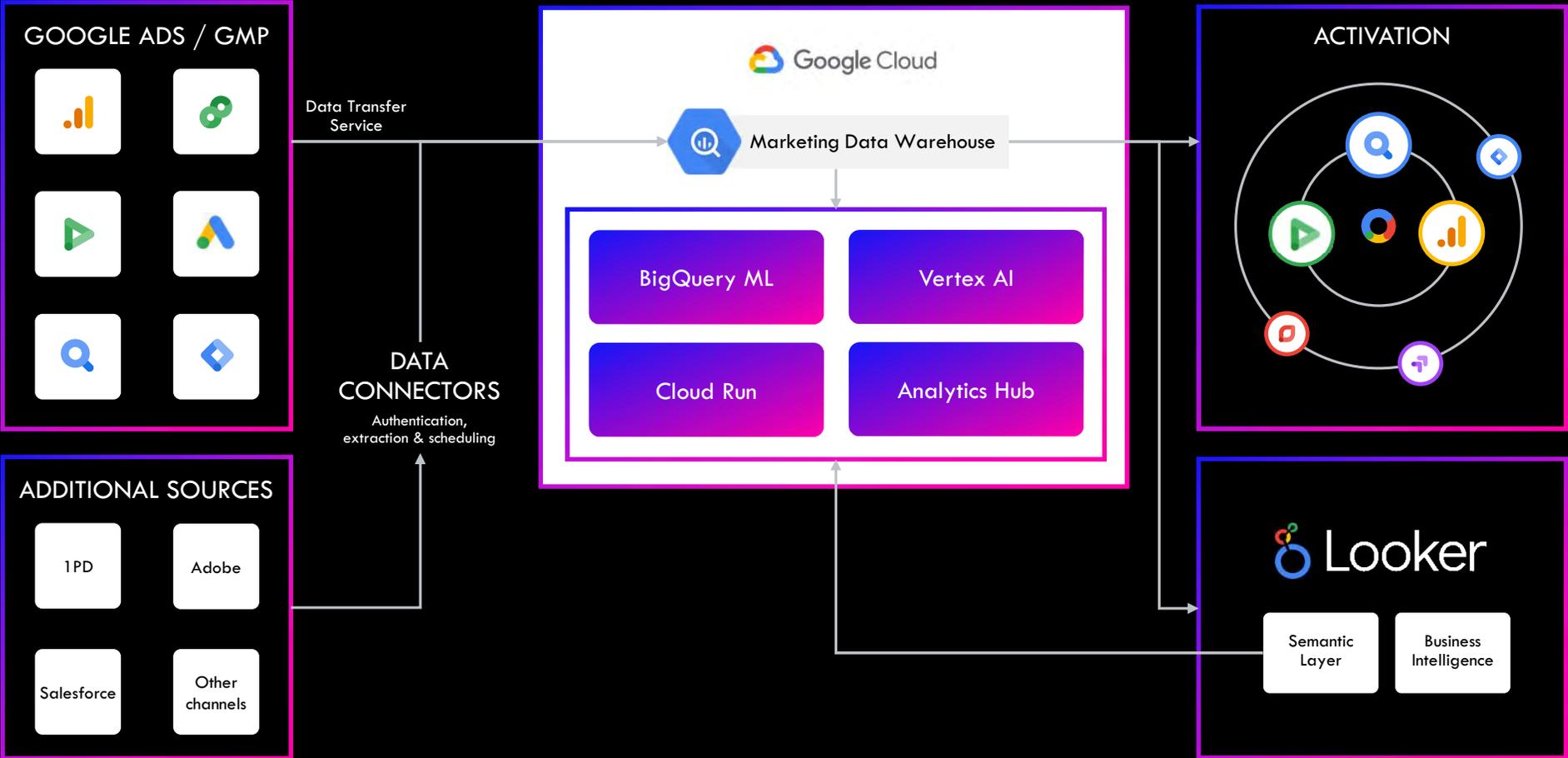
THERE'S A PATTERN

Repeatable

Flexible

Fast

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Tech diagram

What that gives you out of the box

| Prebuilt Dashboards | AI Workbench | 1PD Activation | Conversational Analytics | Predictive Audiences |
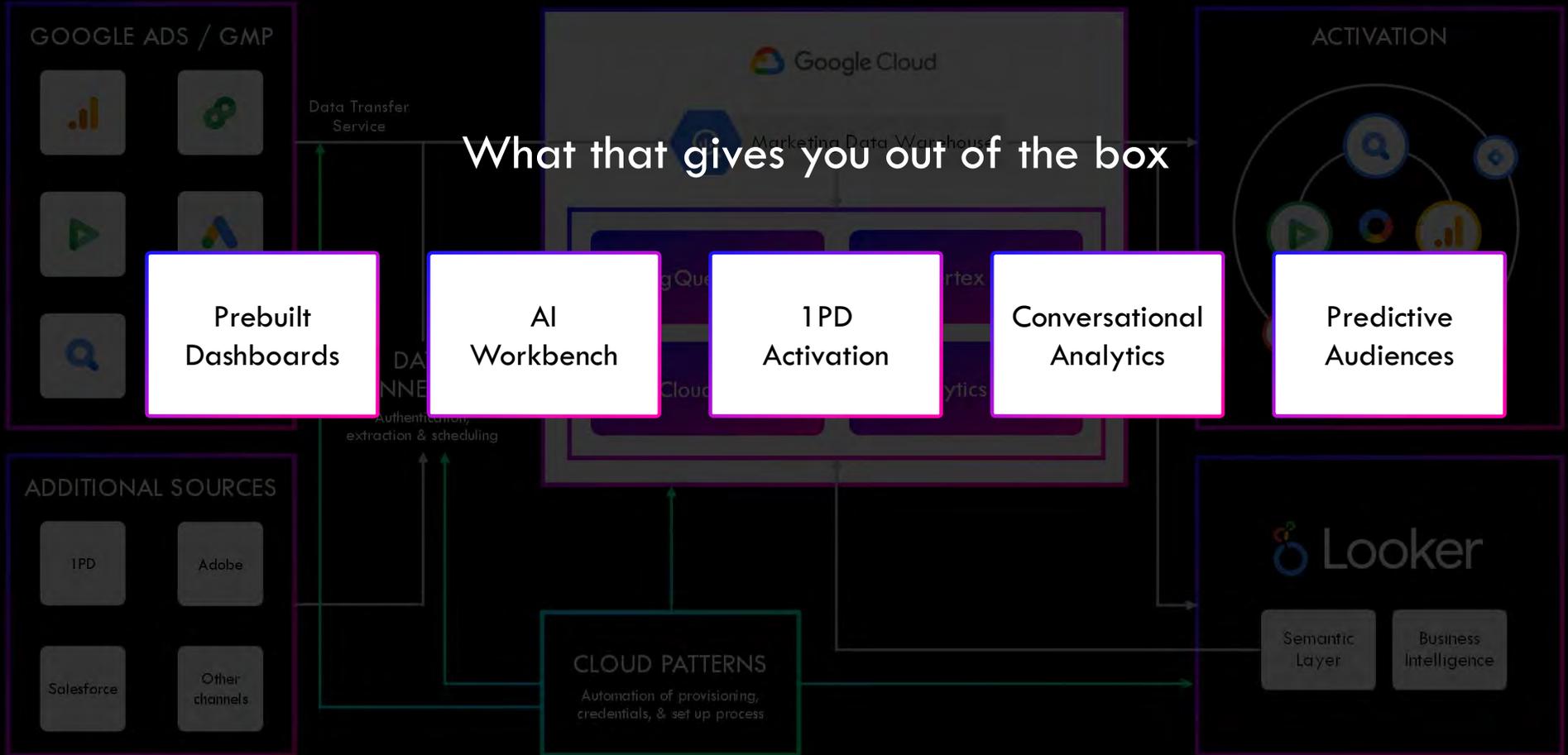
Manual ad hoc cloud configuration

16. Combine multiple tables per platform

17. Join cross-platform tables

18. Create dashboard

19. Set up all visuals

20. Set up all filters

Total Time 0:00:00
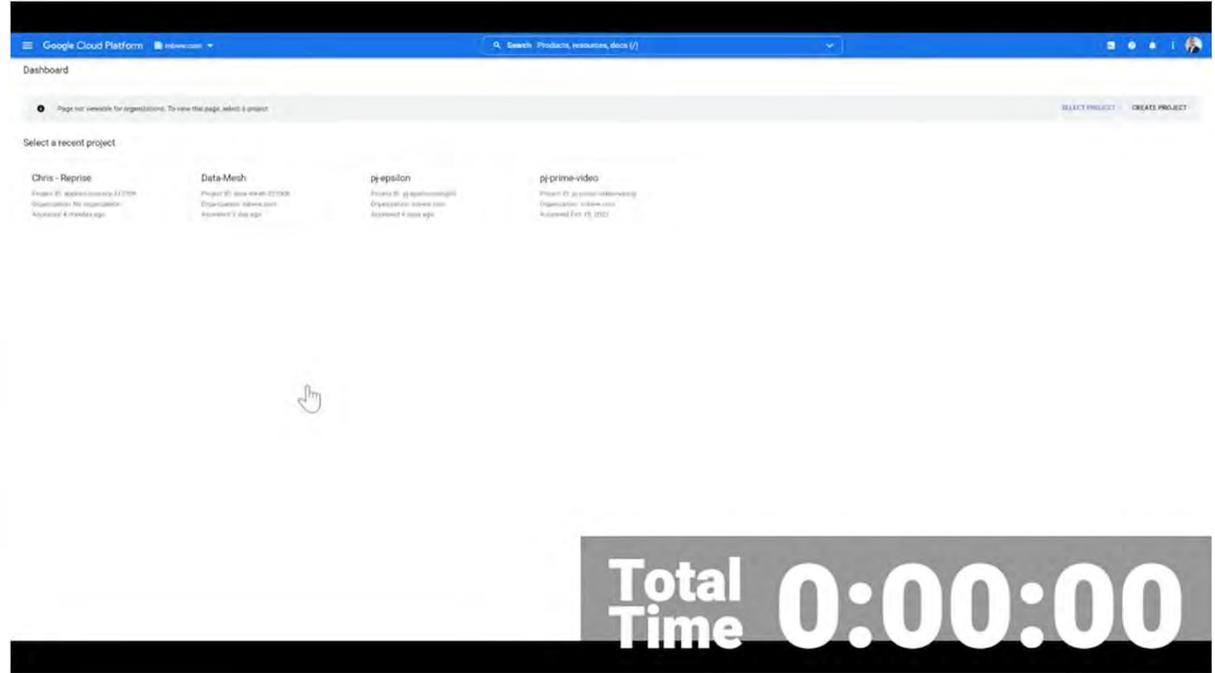
*Play speed at 500x fast forward

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Automated data environment configuration

Cloud patterns

Time to Beat: 6 hours 39 minutes

1. Input key platform details & settings

2. Click "run"

3. Start using the data & dashboards

4. Use the data & insights to create value for your clients

5. Activate value-driving use cases
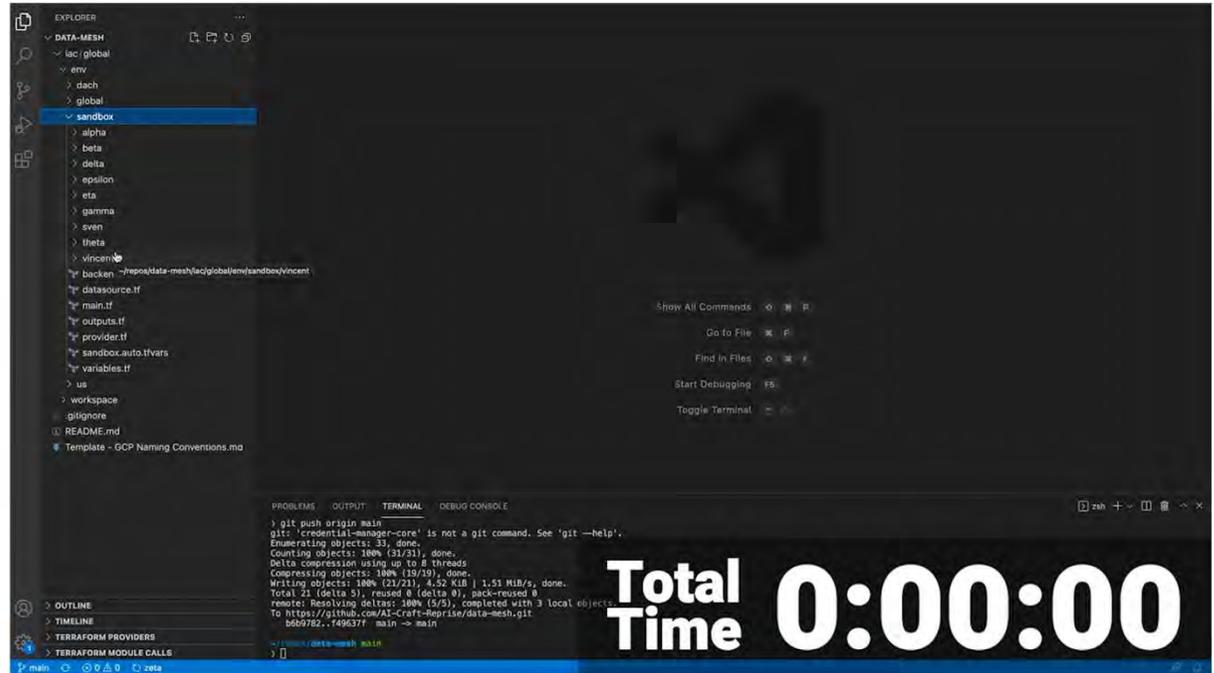
*Play speed at 40x fast forward

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Shortening the path to maturity

+20% Revenue

MATURITY

Accelerated within 3 months

Iterating

Continuously refining the sophisticated MarTech ecosystem through advanced analytics, testing, & data-driven optimization.

24+ MONTHS

Advancing

Integrating the MarTech stack to leverage data for optimized targeting & personalized cross-channel campaigns.

12-24 MONTHS

Scaling

Expanding MarTech capabilities with defined processes & starting to automate & coordinate across channels.

3-12 MONTHS

Emerging

Establishing foundational martech tools & running initial, often disconnected, marketing activities.

1-3 MONTHS

-30% Cost

TIME

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Barriers to AI & automation

Average difficulty score

Challenges to implement personalized marketing

- Data challenges — 23%
- Budget challenges — 18%
- Fear of over-personalizing — 16%
- Skills availability — 16%
- Technology challenges — 15%
- Sales-marketing disconnect — 13%

Source: Infosys CMO Radar Survey 2025

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Value-based Bidding

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Your speakers

Aldo van Hedel

VP, Global GMP Strategy
Acxiom

Deborah Balme

VP, GMP Client Success
Acxiom

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A deep dive into how we help our clients leverage value-based bidding to maximize marketing performance & drive stronger ROI

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Sit back, relax.
Let's talk pizza.

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Shifting focus.
From volume to
true value.

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Example

Marketing

↓

Account applications

↓

Account deposits

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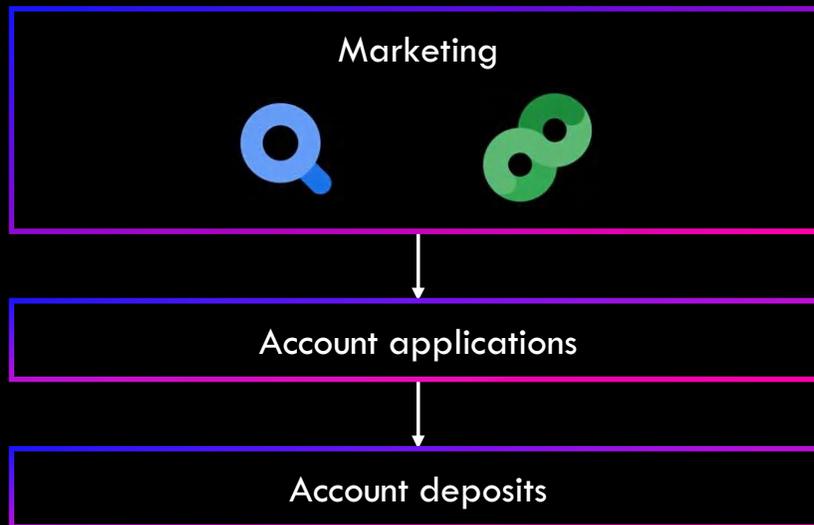
What is "value-based" bidding?

Value-based bidding focuses on optimizing bids to achieve the highest value from those conversions.

This means that not all conversions are treated equally.

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BENCHMARK #1

+65% average lift in deposit amount

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BENCHMARK #2

>15% lower cost per deposit

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How?

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"Offline Conversion Ingestion Tool"

Interact

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What are "offline conversions?"

Any user action driving business outcomes, occurring without floodlight tags, that can be uploaded for measurement & optimization.

Branch interactions by a registered customer	Funding a Trading account	Maintaining a certain Account Balance
Sales started online & closed in a call center	In App Check Deposits	Predictive values created for value-based bidding
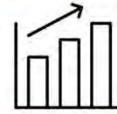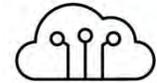
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The Offline Conversions Ingestion Tool in Interact
OCIT simplifies the manual process of uploading via Google APIs

Uploads data via **CM360** API, the **Google Ads** API, or **Google Analytics 4** Measurement Protocol.

Interact

Offline Conversions Ingestion Tool

✓ Select the data source

✓ Select destination

✓ Transform data per API requirements

✓ Schedule upload

✓ Provide run diagnostics

API Uploads

Retrieve   Prepare   Upload

Conversion Data Files

Campaign Manager

Google Ads

Google Analytics

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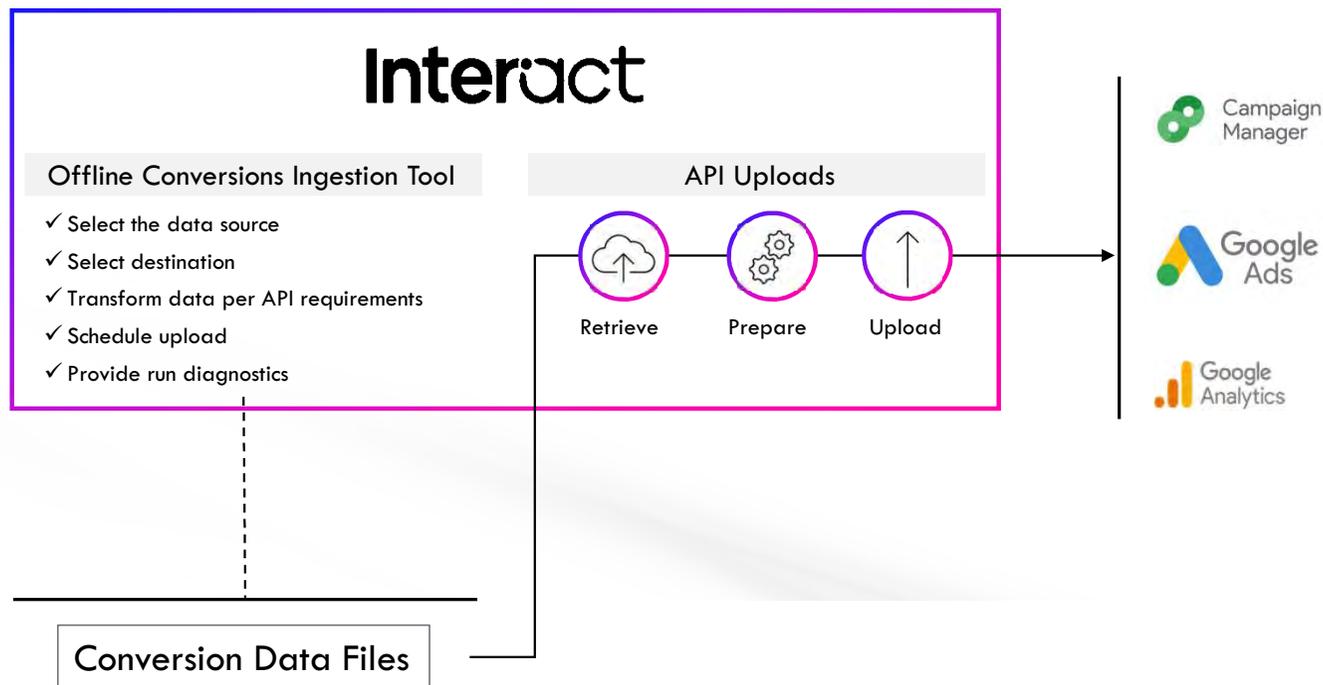
Offline Conversions: Privacy Safe Parallel Processes

Consumer clicks on ad & visits website

Consumer submits form

Consumer converts offline

Conversion is associated with Google ad

394838309

Click ID assigned to action

394838309 +
Offline conversion populates in Google conversion reporting

Interact — Offline Conversion Ingestion Tool

394838309

Click ID passed to advertiser database or CRM

Offline Conversion Data + 394838309

Click ID + Offline conversion values passed to Acxiom via file

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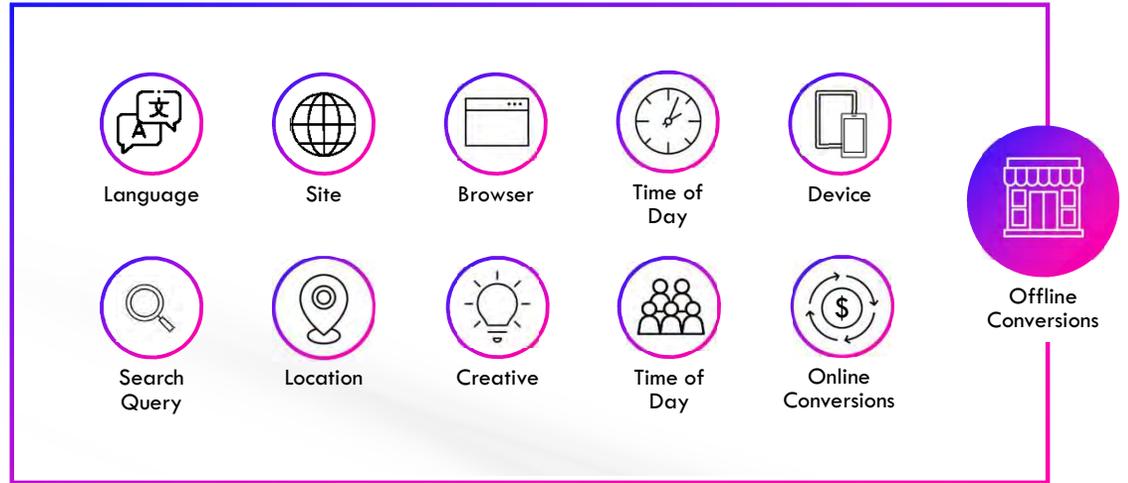# Power value-based bidding with offline conversions

Once uploaded, offline conversions can be used to power Google's automated bid strategies

Maximize conversions

Maximize conversion value

Target ROAS

Custom bidding scripts

Language	Site	Browser	Time of Day	Device

Search Query	Location	Creative	Time of Day	Online Conversions

Offline Conversions
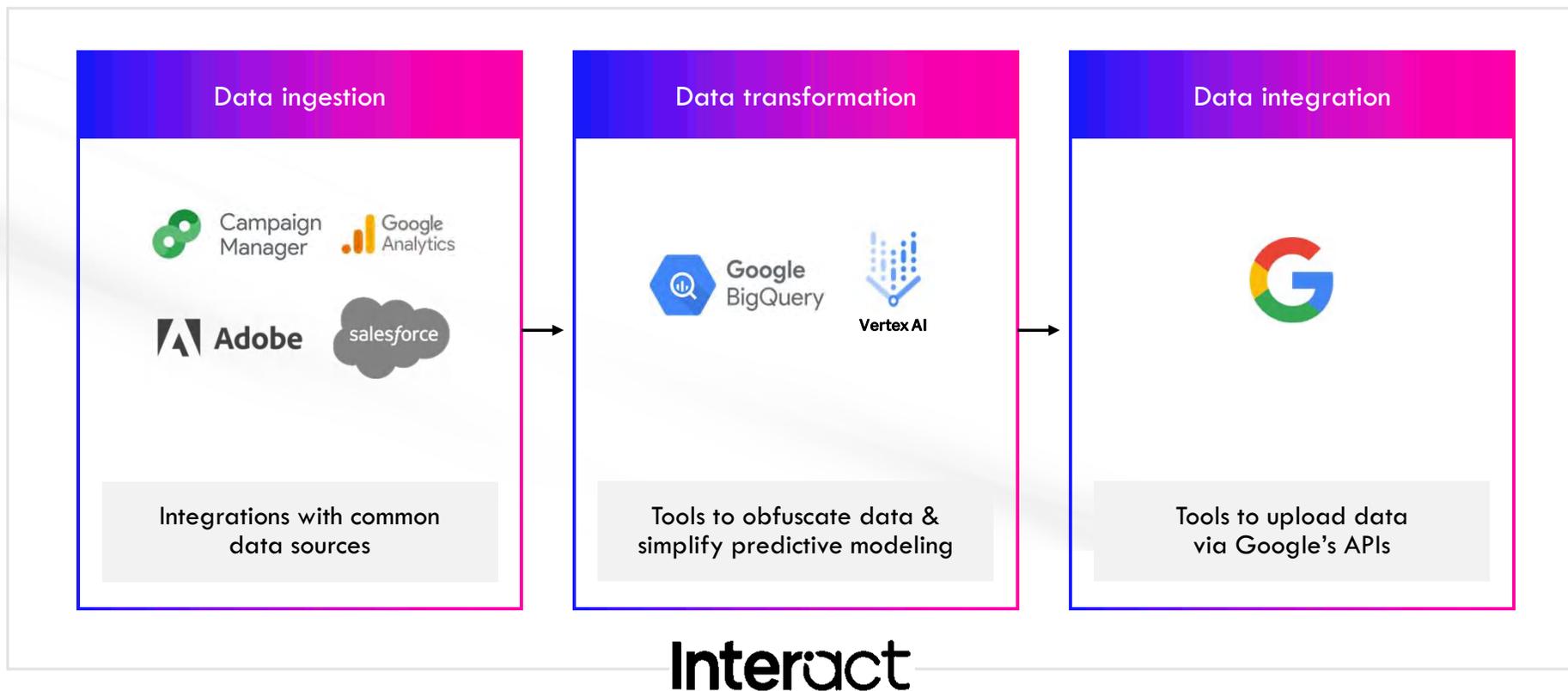
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Our end-to-end solution for offline conversions
OCIT automates a traditionally complex & cumbersome process

Data ingestion	Data transformation	Data integration
Campaign Manager, Google Analytics, Adobe, salesforce	Google BigQuery, Vertex AI	G
Integrations with common data sources	Tools to obfuscate data & simplify predictive modeling	Tools to upload data via Google's APIs

Interact

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Are there KPIs or metrics that you want to optimize to, but currently can't?

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Media network for financial services

Maximizing potential with Google & Acxiom

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Your speakers

Connor Green

Business Development Manager, Commerce Media
Google

Elizabeth Donovan

SVP, Retail & Commerce Media Networks
Acxiom

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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

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New retail & commerce media networks continue to emerge

Digital marketplaces/platforms

amazon · ebay · Etsy · shopify

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 · PETSMART

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 · UNITED · Klarna. · Marriott · ticketmaster

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Media networks that win are built on:

✓ Strong data foundation

✓ Premium inventory

✓ Unified measurement

✓ End-to-end monetization

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Retail & commerce media networks

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

Maturity & landscape audits

Auditing existing media network set up &/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 & more.

Data monetization & measurement

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

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Future forward

Expert insights on marketing, data, & technology
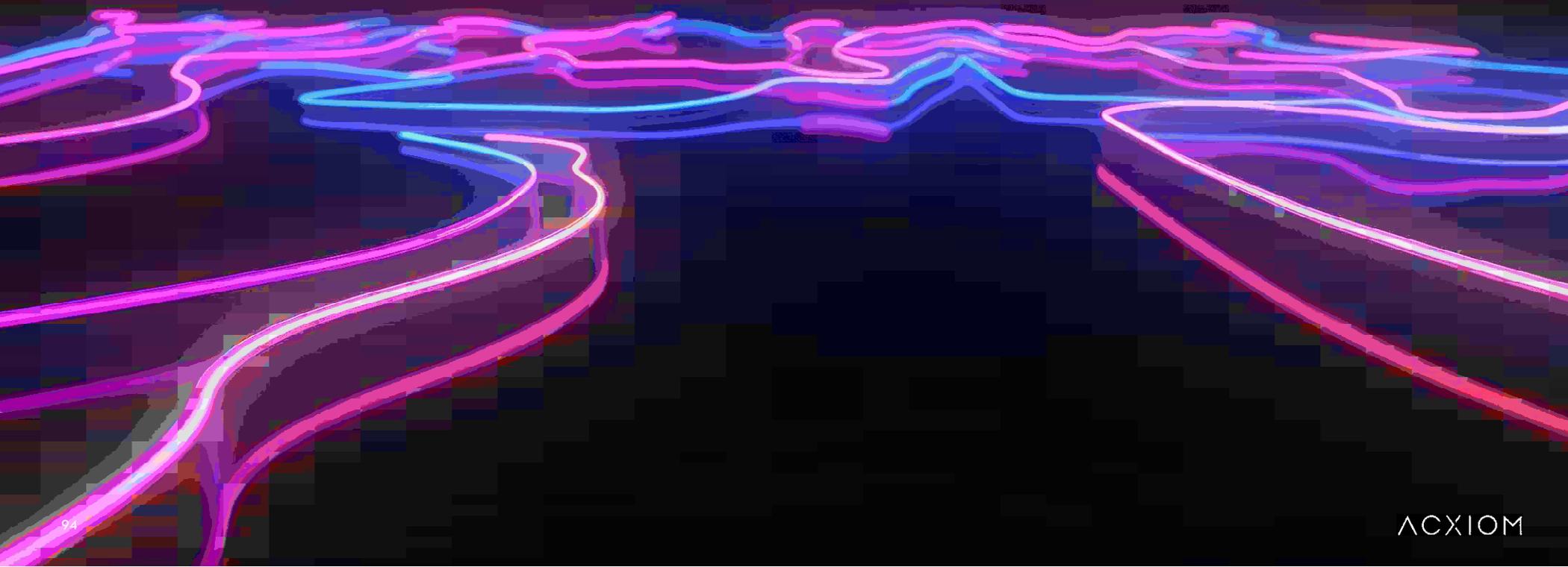
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Your speakers

Nerissa Brooke
VP, Strategic Digital Client Partner
Acxiom

Yerddy Lanfranco
SVP, Growth & Partnerships
Acxiom

Shauna Gerry
VP, GMP Sales
Google

Louis Sussan
Global Head of Platforms & Intelligence
Acxiom

Greg Morton
SVP, Growth & Partnerships
Acxiom

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Closing remarks & key takeaways

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Your speaker

Cesar Olivier
VP, GMP Sales
Acxiom

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The pace of change in financial marketing isn't just fast, it's exponential.

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THE FUTURE IS NOW

Google Marketing Platform

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Google Marketing Platform Assessments

Strategic investment decisions – evaluating readiness & defining the path forward

Grounding GMP Investments

Assess the readiness for potential investment in new GMP solutions, through evaluation and gap analysis of existing configuration and capabilities.

Maximize Existing GMP Utilization

Determine the appropriate course of action to maximize existing GMP investment, identifying solutioning required to address and bridge identified gaps.

Drive Transformational GMP Alignment

Drive alignment on current state of GMP technology, data and intelligence, building a foundation for transformation requirements to drive business objectives.

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GMP utilization assessment

Interested in unlocking more value from your Google Marketing Platform investment?

Email gmp@acxiom.com for a complimentary assessment

Gap analysis across the following core areas of GMP utilization:

Platforms | Technology | Data | Intelligence | Business

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thank you

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