Acxiom + Adobe

Transforming content management: achieving rapid market entry with data-driven strategies

Many variables have made personalization-at-scale more challenging – but Acxiom is here to help. We leverage Adobe Experience Cloud to deliver a data-driven content supply chain, enhancing marketing precision and effectiveness. Our solution streamlines content creation, management, and delivery, ensuring campaigns reach the right audience quickly and accurately, transforming months of implementation into weeks or days.

Acxiom helps marketers implement a comprehensive content value chain to achieve:

Personalization at scale	Data-drive creative briefs	Campaign planning and potential impact analysis

Transform your content management with Acxiom

At Acxiom, we elevate content management, authoring, and publishing with an analytics-based solution that ensures the right content reaches the right audience at the perfect moment in their customer journey.

Purpose-Driven Content Creation

Using data-driven insights, we help you create content with a clear purpose, not just for placement.

Centralized Process

We connect siloed agencies and in-house teams, streamlining processes and content access to boost efficiency and speed up campaign delivery.

Actionable Insights

We deliver valuable content insights through automated reports on asset expiration, performance, and AI-based improvement suggestions.

Creative Compliance

Our Compliance Accelerator app for Adobe Experience Cloud leverages AI to streamline the creative compliance process.

Seamless Integration

We integrate disparate content management systems and decentralized content repositories in your marketing technology stack, activating real-time content across channels.

Transforming marketing efficiency for a financial services brand

A financial services brand struggled to serve relevant offers at the right time due to siloed business operations, unintegrated marketing technology, and a lengthy approval process.

OUR APPROACH:

Tech-Enabled Solution: Implemented a data-driven content management system using Adobe Experience Manager and Workfront.

Automation: Automated content creation, approval, and management across digital, print, and email channels.

Integration: Integrated Adobe Creative Cloud and Acxiom's data and identity solutions to create a single customer view and optimize creative using audience insights.

RESULTS:

Efficiency Gains: Achieved 65% efficiencies in omni-channel marketing.

Cost Savings: Realized $13 million in annual operating cost savings.

Enhanced Engagement: Increased engagement and acquisition through personalized experiences.

Ready to transform content management into a personalization engine?

Estimated timeline: 12 weeks

OUR APPROACH:

1 Discuss future-state CX vision and goals

2 Interviews to document current content management process

3 Review critical data and tech to power process

4 Propose key optimization areas using Adobe Experience Platform

5 Design and implement data and tech architecture

6 Training and white-glove support throughout project

YOU'LL BE ABLE TO:

Power customer experiences through a data-and-tech-enabled content management process

Automate repetitive and mundane tasks so your team can focus on what matters most

Realize investment time and cost savings

Provide your team with a clear understanding of their role and training for adoption success

Contact us at **info@acxiom.com** to get started

ACXIOM