# The AI Series

Data ready. AI smart. Human first.

ACXIOM

# Data ready.
# AI smart.
# Human first.

Artificial intelligence (AI) offers unprecedented opportunities to personalize customer experiences, automate complex tasks, and drive business growth. However, without a connected and permissioned data foundation, AI initiatives struggle to deliver meaningful results, resulting in wasted resources and missed opportunities.

Below, we examine the crucial role of data readiness and offer practical steps to help marketers develop a flexible and adaptable data strategy that allows AI to fulfill its promise.

## The data readiness challenge

AI's promises of timely personalized experiences, intelligent orchestration, and automation are compelling. But brands face significant challenges in preparing their data for AI adoption.

Siloed systems, inconsistent formats, outdated information, and ethical sourcing concerns create a "data debt," compromising AI's accuracy.

On average, data decays at a rate of 30% per year*. This decay costs businesses millions of dollars annually and negates at least a portion of the promise of AI. This data debt can manifest in various ways, including:

- **Inaccurate audiences:** AI trained on flawed data misidentifies audiences, leading to irrelevant messaging and wasted ad spend.
- **Generic experiences:** Without a unified customer view, AI struggles to personalize experiences, resulting in generic interactions that fail to resonate.
- **Missed opportunities:** Incomplete data obscures AI insights and prevents marketers from identifying opportunities.
- **Ethical concerns:** Bias in data can lead to discriminatory outcomes, while a lack of transparency and control erodes customer trust.

## Building a solid data foundation

Overcoming these challenges requires a proactive and comprehensive approach to data readiness.

Marketers must focus on four key pillars:

- **Trustworthy data sources:** Prioritize high-quality first-party data from ethical sources. Enhance your data with validated third-party information to gain a more comprehensive understanding of your customers and address any data gaps. Rigorous data governance and validation processes define roles, responsibilities, and policies for data management, ensuring data trustworthiness and mitigating the risk of AI "hallucinations."
- **Data hygiene:** Implement ongoing data hygiene practices to cleanse, validate, and update customer information regularly. Address data decay by incorporating real-time updates and leveraging identity resolution techniques to maintain accuracy and consistency. Clean data is essential for generating accurate AI-driven insights and delivering personalized experiences.
- **Unified customer view:** Connect data signals from various sources and channels to create a single, unified view of each customer. A connected data and identity foundation, enriched with demographic, behavioral, real-time signal, and transactional data, empowers AI to understand individual customer journeys. You can then deliver cohesive, personalized experiences across all touchpoints with confidence.

  Beyond structured customer data, AI, particularly GenAI, now unlocks the potential of unstructured and knowledge-based data sources. Documents, presentations, emails, and other internal communications represent a wealth of institutional knowledge, diverse perspectives, and valuable opinions. Integrating these sources into your data foundation can provide richer context and uncover insights that were previously difficult or impossible to derive, leading to more informed decision-making and a deeper understanding of your business ecosystem.

- **Privacy and consent:** Establish clear and transparent data privacy practices. Obtain explicit consent for data collection and use, then provide customers with control over their data. Respecting customer privacy is not only an ethical imperative but also essential for building trust and fostering long-term relationships.

Data orchestration in the AI era requires data expertise, connected identity, and data with a curated AI model ecosystem.

## Unlocking AI's transformative power

Focus on curating AI insights that deliver measurable impact. Acxiom tailors AI tools and models to a client's specific brand, audience, and data – turning general AI into a proprietary strategic asset.

With a solid data foundation in place, brands achieve significant marketing outcomes:

- **Hyper-personalization:** Deliver relevant content, offers, and experiences tailored to individual customer preferences and needs.
- **Intelligent automation:** Streamline campaign management, optimize media spend, and automate repetitive tasks, freeing up marketers to focus on strategic initiatives.
- **Predictive analytics:** Anticipate customer behavior, identify emerging trends, and optimize marketing strategies for maximum impact.
- **Enhanced customer lifetime value:** Build stronger customer relationships, increase retention rates, and drive long-term value.

## Acxiom: Your data readiness partner

Navigating the complexities of data readiness and AI implementation is daunting. With our deep expertise in data management, identity resolution, and ethical data practices, Acxiom can help you build a future-proof data strategy and maximize AI's potential.

Our solutions and services empower you to:

- Unify data across silos and connect across all online and offline customer touchpoints.
- Cleanse and enrich data for improved accuracy.
- Establish a connected data and identity foundation with strong identity resolution for a unified customer view.
- Implement data governance practices and secure data exchange methods, such as data clean rooms, to ensure data quality, privacy, and security.
- Extract insights from unified data to optimize outreach and personalized experiences.
- Simplify and integrate marketing technology investments to create an efficient data infrastructure.
- Integrate AI-powered marketing tools and platforms.

Acxiom empowers brands to leverage AI responsibly, maintaining trust and upholding ethical standards. We unlock the full potential of AI-driven marketing. Specializing in data orchestration for the AI era, we unify, connect, and prepare your data, accelerating your success with innovative solutions from our expertly curated AI ecosystem.

Contact us today to learn how Acxiom can help you unlock the full potential of data-dependent, AI-powered, human-driven marketing: info@acxiom.com.

### About Acxiom

Acxiom puts data to work. We solve complex challenges for the world's leading brands and agencies by unifying, connecting, and preparing data for AI-driven marketing and decision-making, maximizing technology investments. As leaders in data ethics and governance, Acxiom brings a privacy-first approach to serving clients globally, with locations in the U.S., UK, Germany, China, Poland, and Mexico.

Connect with Acxiom on LinkedIn and discover more at Acxiom.com.

**Sources**

datasciencecentral.com, 2025

© 2025 Acxiom LLC. All rights reserved. Acxiom is a registered trademark of Acxiom LLC.

ACXIOM

For more information, please
contact Acxiom at **acxiom.com**
or email **info@acxiom.com**.