



LET'S GET
PERSONALIZED

ACX IOM

Get some customer data, put in some technology that connects it, create the personalization use cases and then let go right? You're doing personalization. Wrong. You don't just do personalization. Personalization is a journey, not a destination. Your personalization use cases are only as good as any one moment in time, and the market doesn't stand still, while you work to put them in place. When it comes to successful personalization, the key is to think big but be realistic with expectations in early stages, and put plans and resources in place that enable your organization to scale over time while continually optimizing, testing and learning to ensure maximum ROMI.



Macro-economic disruption, continued inflation, supply chain disrupters and global recession are all real threats and are likely here to stay for the imminent future. However, rather than despairing, this is the perfect time for brands to exploit the opportunity it presents, leverage the power of their first party customer data, and create compelling, genuine and empathetic customer experiences that truly drive value above and beyond their competitors.

MAXIMIZE YOUR DATA AND TECHNOLOGY INVESTMENT

One of the first, and most critical elements to making your personalization efforts successful is to identify and prioritize your use cases. If you have already identified those then it's a great start. Wherever you are in your personalization journey, Acxiom's dedicated team of expert consultants, analysts and developers can work with you to not only identify and prioritize your use cases if needed, but also build, implement and execute. By digging into Acxiom's knowledge pool of the top ten most compelling use cases that offer the fastest time to value for your business, we enable your brand to deliver the right message, in the right channel, at the right time.

GENERATE VALUE IN AS LITTLE AS 12 MONTHS

For businesses who have 1st party data available or ability to capture it, as well as marketing consent these are the typical level of returns they can expect to see.



Improved customer acquisition

5-10% growth in customer database



Improved customer engagement

10-15% more engagement across all channels



Increased revenue opportunities

10-15% increase in cross sell/upsell



Improved customer satisfaction

5-6% increase in NPS/CSAT



Enhanced business alignment

30-40% better KPI reporting



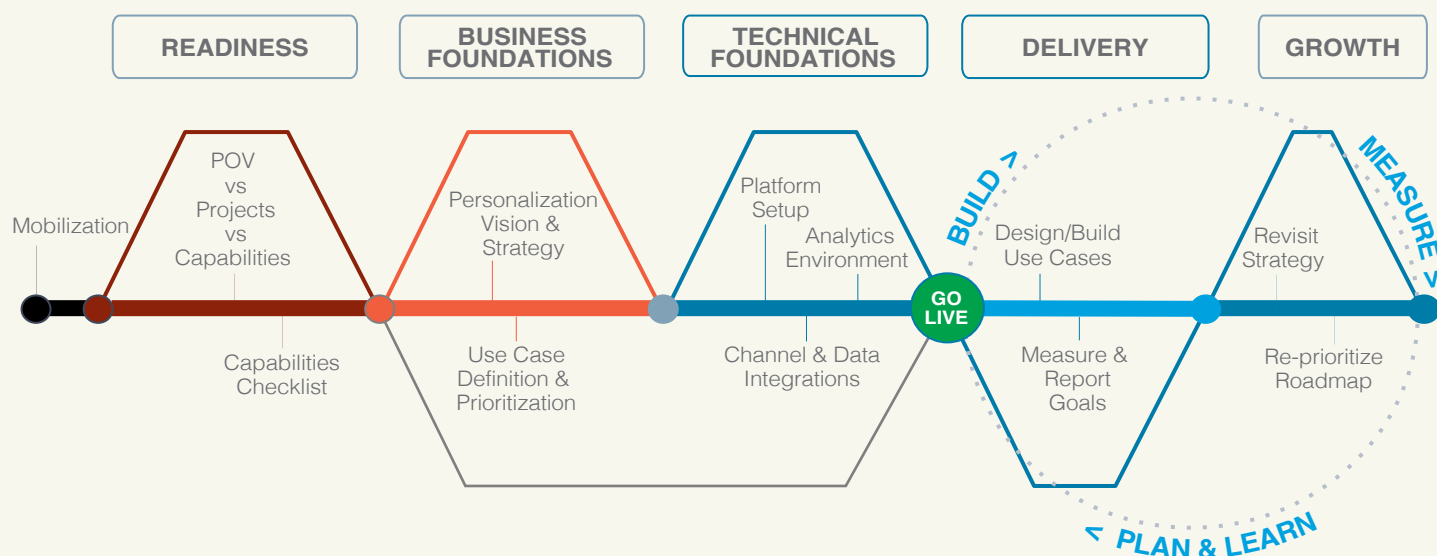
Improved operational efficiencies

20-30% speed to delivery improvement

WHERE ARE YOU IN YOUR PERSONALIZATION JOURNEY?

Our personalization service offerings have been designed as an end-to-end approach that maps your needs across four phases of your personalization journey with Acxiom.

1. **Readiness:** Understanding what capabilities you have as a business and assessing readiness.
2. **Business Foundations:** Where we work with you to define your vision and strategy for your personalization goals, define and prioritize the roadmap for your use cases.
3. **Technical Foundations:** Onboarding of 2-3 priority use cases, platform set up, channel and data integrations and analytics.
4. **Delivery & Growth:** Ongoing test and learn approach to measuring, reporting, amending strategies, and re-prioritizing use case roadmaps.

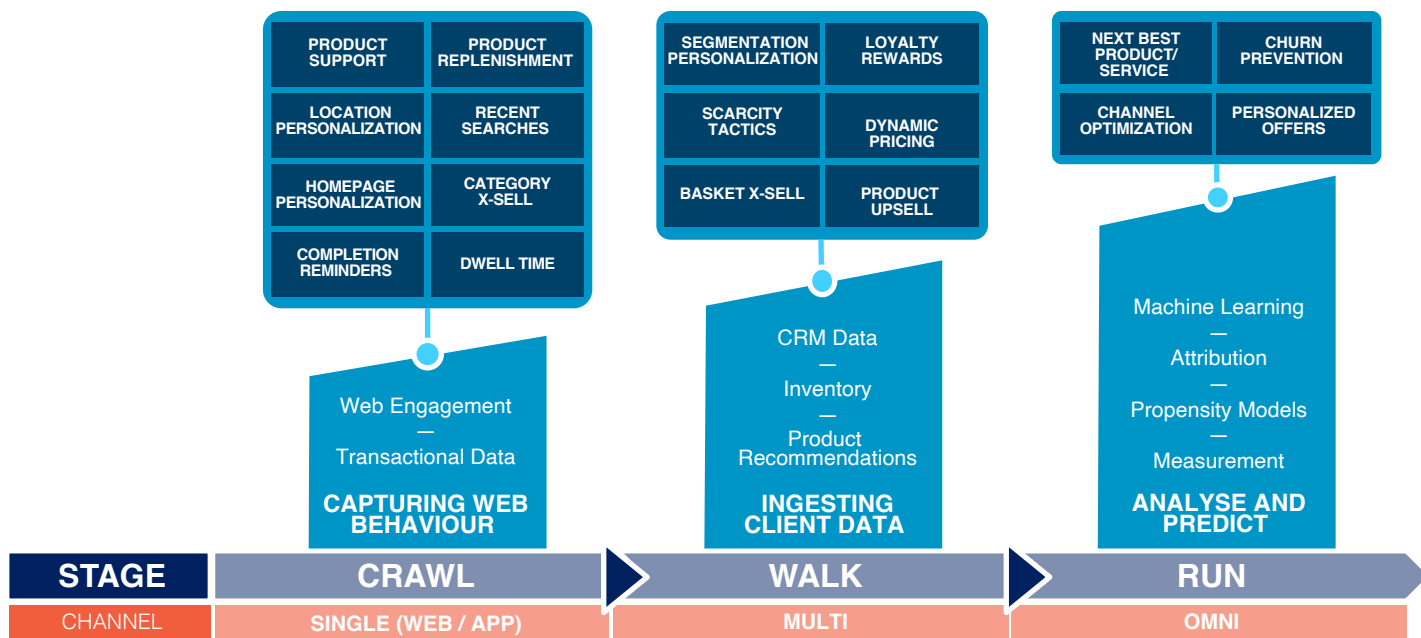


DELIVERING LONG TERM SUCCESS FOR OUR CLIENTS



BUILDING YOUR USE CASE ROADMAP

Omni-channel may still be a dream for many, but Acxiom is well positioned to help get you there with a progressive approach to developing your marketing use case sophistication over time. Acxiom's use case roadmap is designed to set your marketing organization up to enable your business to have the right capabilities and learnings in place to deliver against its longer term business objectives when its ready to run.



ENGAGEMENT PACKAGES

Our flexible engagement packages have been crafted to suit your needs, as well as bespoke packages which can be customized to support your accelerated or decelerated personalization goals.

Silver	Gold	Platinum	Custom
<ul style="list-style-type: none"> Nominated Acxiom Client Manager Personalization Workshop Use Case Delivery Support Business Support Technical Support Insights Report 	Everything in Silver plus: <ul style="list-style-type: none"> Segmentation Strategy Paid Media Targeting Customer Journey Mapping 2 Insights Reports 	Everything in Gold plus: <ul style="list-style-type: none"> Weekly Operational Calls Operational Reporting 3 Insights Report 	<ul style="list-style-type: none"> Data Management Identity Management Change Management MadTech Infrastructure

CONTACT US FOR MORE INFORMATION
ON PACKAGE PRICING

FOUR PHASES ON YOUR JOURNEY TO PERSONALIZATION WITH ACXIOM

1



EVALUATE

ASSESSING YOUR READINESS

- POV assessment
- Projects assessment
- Capabilities assessment
- Capabilities checklist

2

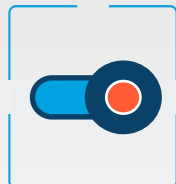


EXPERIENCE

PUTTING THE FOUNDATIONS IN PLACE

- Personalization vision & strategy
- Use case definition and prioritization

3



ENABLE

BUILDING THE TECHNICAL FOUNDATIONS

- Platform set up
- Analytics environment
- Channel & Data integrations

4



ENGAGE

LAUNCH, DELIVER AND GROW

- Design/build use cases
- Go live
- Onboard 2-3 use cases
- Measurement and reporting
- Revising and optimizing strategies
- Re-prioritizing and adjusting roadmaps

ACQUIRE, GROW AND RETAIN YOUR CUSTOMERS

ACQUIRE MORE CUSTOMERS AND DRIVE MORE SALES
WITH SMARTER PERSONALIZATION STRATEGIES



INCREASE SALES

Improve performance by targeting consumers (prospects and customers) most likely to engage and convert



REACH PEOPLE, NOT PROXIES

Move beyond silos and take a people-based approach to engaging your audiences across channels and devices



REDUCE MARKETING INEFFICIENCY & WASTE

Maximize returns and protect your brand by focusing spend only on your intended audience

DRIVE GROWTH THROUGH PERSONALIZED
OMNI-CHANNEL RECOMMENDATIONS AT SCALE



ZERO DATA VS 1P DATA

Enhance your data capture strategy, obtain marketing consent and personalize the onboarding experience



SALES VS CARE

Develop longer-lasting relationships by balancing upsell and cross sell, with amazing customer service and customer care



LOYALTY

Accelerate and expand growth through recognition and loyalty

LEVERAGE YOUR DATA, ANALYTICS AND MARKETING
TECHNOLOGIES TO KEEP YOUR CUSTOMERS



DATA-DRIVEN DECISIONING

Utilize Machine Learning to harness the power of your data and automate the next best experience



VALUE FOCUSED

It's more cost effective to keep a customer than acquire a new one—but only the valuable ones



LISTEN, UNDERSTAND, ACT

Collect reasons for staying/leaving to better act and serve the next time

WHY ACXIOM PERSONALIZATION SERVICES IS RIGHT FOR YOUR BUSINESS



A PARTNER FOR TODAY
AND TOMORROW



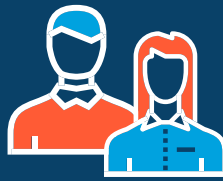
GLOBAL & FLEXIBLE
SUPPORT MODEL



+50 YEARS OF DATA
HERITAGE AND EXPERTISE



+8 GLOBAL DATA
STRATEGIES
IMPLEMENTED SINCE 2021

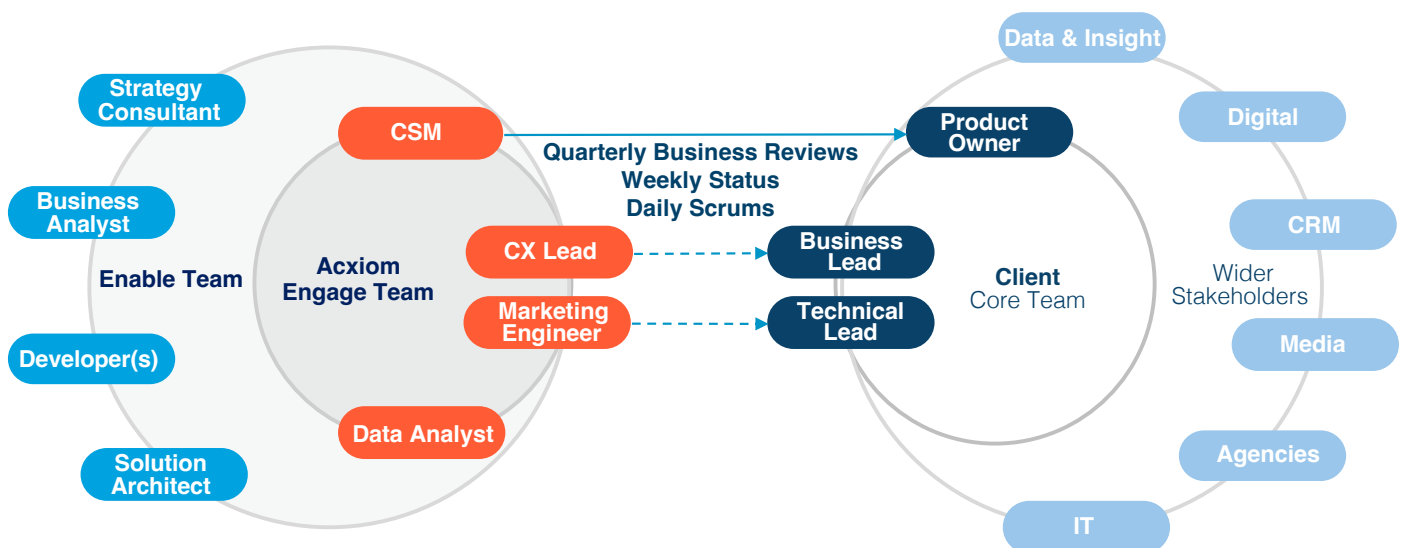


HIGHLY SKILLED TEAM
OF CONSULTANTS



DRIVEN BY YOUR
SUCCESS FACTORS

Acxiom works with your teams collaboratively, with an integrated approach to establishing clear communications channels, quarterly business reviews, weekly status reports and daily scrums. One integrated team to ensure the right result for your business.



FOR MORE INFORMATION

about our solutions, visit acxiom.com or contact us at info@acxiom.com.