

A man with a beard and a light blue shirt is shown in profile, looking upwards and to the right with a thoughtful expression. A hand with a ring on the ring finger is pointing towards his head. The background is a soft pink color. The image is overlaid with a large blue and orange geometric shape on the left side.

HEADLESS PERSONALIZE

POWERED BY ACXIOM
& SITECORE

ACXIOM



SITECORE[®]

HEADLESS PERSONALIZE



INTEGRATE SITECORE PERSONALIZE INTO YOUR PLANNED EXISTING BEST OF BREED MARKETING ECOSYSTEM

There are currently upwards of 150 technologies available on the market today that classify themselves as Customer Data Platforms (CDPs), but their capabilities vary widely. The CDP Institute* classifies CDP's into one of four main categories:

1. **Data** – Collecting and unifying data and linking it to customer profiles
2. **Analytics** – On top of the data unification these add analytics capabilities
3. **Campaign** – add segmentation and activation
4. **Delivery** – add support for multi-channel campaigns and media activation

And that's great—however in isolation these technologies may not enable marketers to deliver against all their business objectives. Sometimes, the best solution for a brand will be to combine multiple CDPs with different capabilities and layer other technologies in such as personalization tools in order to deliver against use cases.

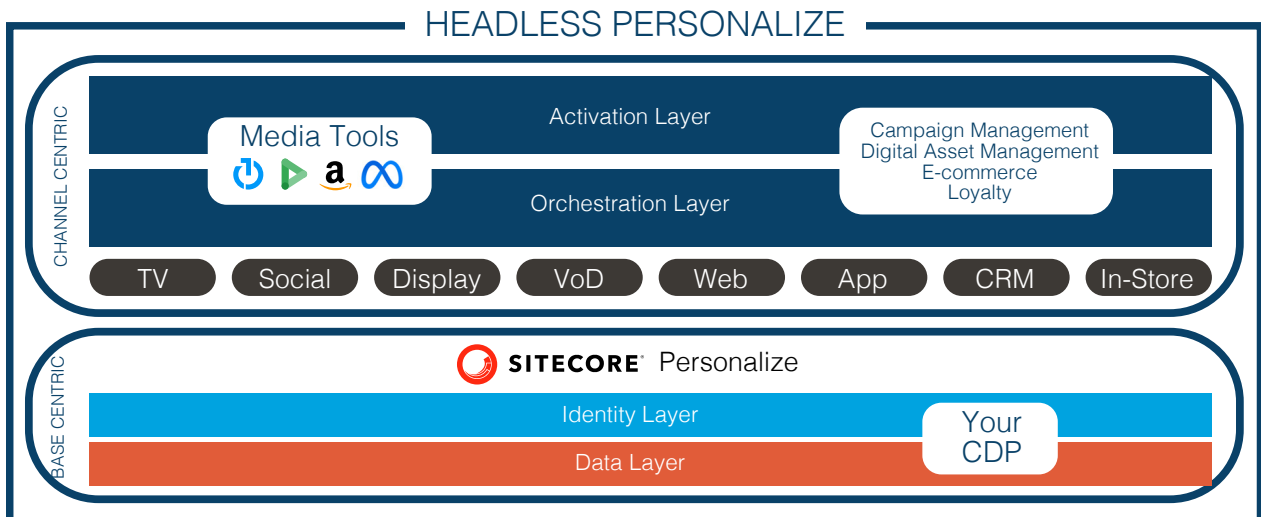
TEST, INFORM AND OPTIMIZE PERSONALIZATION OF EVERY INTERACTION ACROSS THE CUSTOMER JOURNEY

Designed for brands already using a CDP, Headless Personalize enables your business to overlay Sitecore Personalize on top of your existing marketing technology infrastructure, whilst leveraging Acxiom's full-stack deployment expertise. Exploiting your existing CDP technology, Headless Personalize connects customer data from disparate sources in your business, enhances it and brings it all into one place to make it ready to be used for decisioning NBA and experimentation for personalization efforts.

Headless Personalize enables your business to:

- Choose the marketing technology infrastructure that's right for you, based on your needs
- Deliver data driven personalization in any channel and on any device through Sitecore Personalize
- Compose a best of breed marketing technology stack tailored to your needs, not limiting you to a pre-defined set of vendors that may not be the right choice for your business
- Support marketing compliance requirements

Acxiom, and its sister agencies as part of the IPG group of companies in partnership with Sitecore can deliver against your business use cases which cover the end to end customer journey.



*www.cdpinstitute.org

YOUR JOURNEY TO DELIVERING A BEST-IN-BREED MARKETING TECHNOLOGY ECOSYSTEM



1 COLLECT

PULL ALL YOUR DATA SOURCES TOGETHER

- Customer data
- Prospect data
- Transactional data
- Data characteristics

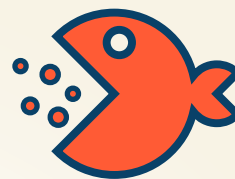
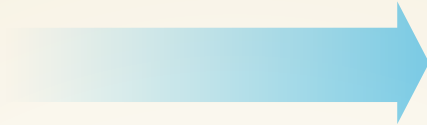


5 OPTIMIZE

TEST AND LEARN

- Collect feedback data
- Collect interaction data

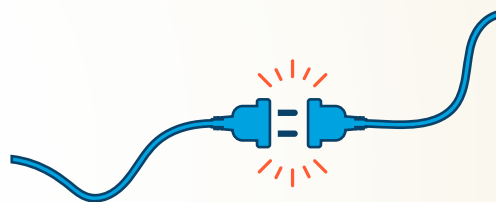
Feed that data from Sitecore into your CDP to inform model and segmentation builds and tweaks



2 INGEST

PULL ENRICHED INSIGHTS INTO YOUR EXISTING TECH

- Build master segment
- Overlay attributes



3 CONNECT

- BUILD PROFILES
- Build master segment
- Overlay attributes



4 PERSONALIZE



The next generation experimentation and personalization platform, delivering personalization across every channel and every device. Delivering: Omnichannel personalization, in-the moment marketing and lightning fast performance

WHY HEADLESS PERSONALIZE IS RIGHT FOR YOU

Acxiom partners with the world's leading brands to create customer intelligence, enabling data-driven marketing experiences that generate value for people and for brands. The experts in identity, the ethical use of data, cloud-first customer data management, and analytics solutions, Acxiom makes the complex marketing ecosystem work, applying customer intelligence wherever brands and customers meet. By helping brands genuinely understand people, Acxiom enables experiences so relevant and respectful, people are willing to explore new brands and stay loyal to those they love. For more than 50 years, Acxiom has improved clients' customer acquisition, growth, and retention. With locations in the US, UK, China, Poland, and Germany, Acxiom is a registered trademark of Acxiom LLC and is part of The Interpublic Group of Companies, Inc. (IPG).

Quickly growing companies drive 40% more of their revenue from personalization than their slower-moving counterparts. Brands are focusing harder on finding and building relationships with their best customers across channels. Acxiom is a global strategic alliance partner of Sitecore. Acxiom can help in selling, product demos, scoping, integrating, and managing the Sitecore Personalize on any client marketing technology stack.

“Sitecore brings powerful decisioning and orchestration capabilities with its CDP that make unique and personalized customer experiences possible. We're excited to be working with Acxiom to give brands a single point of access and improve their agility when it comes to both acquiring and retaining customers.”

— Owen Taraniuk

SVP Global Alliances and Partnerships, Sitecore



Acxiom enhances Sitecore's Digital Experience Platform portfolio with:

- **Acxiom Real Identity®:** The industry's most robust identity solution, helping brands build their own first-party identity graph.
- **Data Solutions:** Including InfoBase®, Personix® and Audience Propensities, enabling brands to connect with customers through deep understanding.
- **Expertise Across the Stack:** As part of the IPG group of agencies, Acxiom and sister agencies leading customer experience and creative agency, offer a complete Sitecore digital experience capability.

FOR MORE INFORMATION

visit acxiom.co.uk or contact us at ukenquiries@acxiom.com to learn more.