

Fuse

A person stands on a dark, rocky island in the middle of a vast, dark sea. The scene is illuminated by a dense field of glowing blue and purple light trails that radiate from the island, creating a sense of energy and connectivity. The background is a deep blue gradient, and the overall atmosphere is futuristic and high-tech.

The end-to-end personalization solution

Fusing trusted data intelligence, composable
marketing technology and agile customer experiences

“Personalization is a business necessity – one that over 70% of consumers now consider a basic expectation and can drive double-digit revenue growth, superior retention and richer, more nurturing long-term relationships”.

The value of getting personalization right-or-wrong is multiplying*

*McKinsey, Nov 2021

A woman with dark hair and glasses is looking down at a tablet. The background is a dark blue gradient with various digital overlays, including a world map with glowing nodes, a radar chart, and a bar chart. The text is overlaid in white, bold font.

Brands wants to be personal and customer first

To be truly personal & customer first requires intimate knowledge of every customer and their motivations for engaging with your brand.

How well do you know your customers?

COMPETITIVE
SHOPPING
HABITS

LIFESTYLE
BEHAVIOURS

PERSONAL
ATTITUDES &
PREFERENCES

INCOME &
SPENDING POWER

A focus on the customer and retention can result in a

+30% increase in the value of the company

Bain & Co.

It takes a lot...

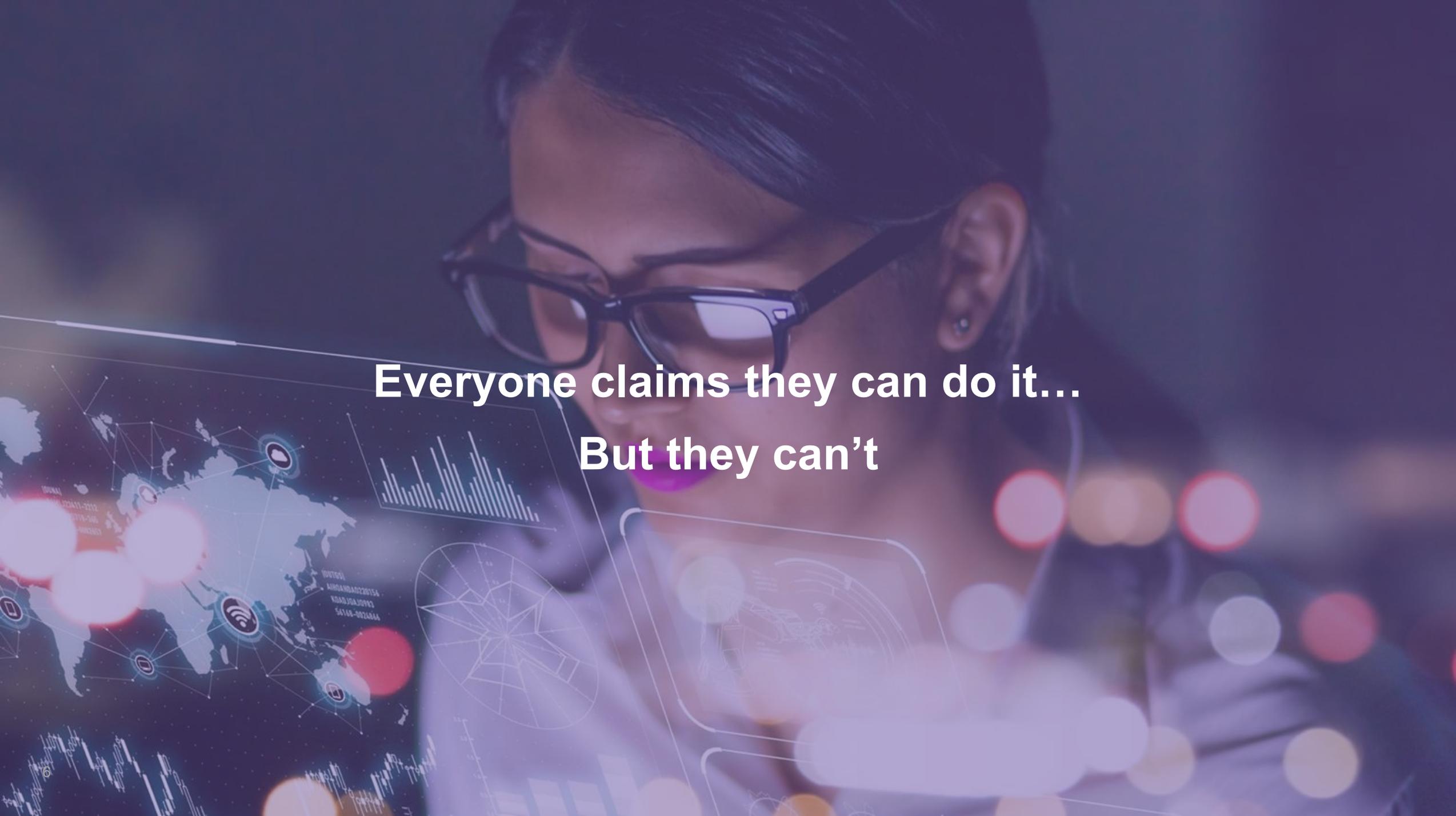
Access to trusted behavioural and lifestyle enrichment data

Unification and targeting tech

Privacy by design

Agile value creating customer experiences

Relentless focus on measurement and performance

A woman with dark hair and glasses is looking down at a tablet. The image is overlaid with various data visualization elements: a world map with glowing nodes and lines, a bar chart, a radar chart, and a line graph. The background is dark with bokeh light effects.

**Everyone claims they can do it...
But they can't**

**COMPOSABLE
MARKETING
TECHNOLOGY**

**ENHANCED
CUSTOMER
INTELLIGENCE**

**AGILE
EXPERIENCE
ECOSYSTEM**

Capabilities for success

ENHANCED CUSTOMER INTELLIGENCE

Understand and enrich your customer profiles with trusted data and identity resolution

COMPOSABLE MARKETING TECHNOLOGY

Implement and configure your technology stack to understand customer profiles and drive business outcomes

AGILE EXPERIENCE ECOSYSTEM

Design, activate and quickly iterate curated and orchestrated experiences driven around a better experience for customers.

Capability 1 : Data intelligence

ENHANCED CUSTOMER INTELLIGENCE

Data in :
2.5 billion individuals
11k customer attributes
60 countries

Powered by Acxiom Infobase®, FUSE accesses the world's largest trusted customer data resource to create personalized intelligence that inform personalization end to end across the full customer journey.

Through Acxiom's Real Identity® technology, brands can enrich unified profiles within the Sitecore to give a wider view of who their customers are and create more tailored experiences for their customers.

Data Privacy and Security is core to the products in the FUSE proposition. The solution supports the protection of personal data and compliance for standards like HIPAA, GDPR, CCPA, PIPEDA, POPIA, and LGPD.

Capability 2 : Composable Technology

COMPOSABLE DIGITAL EXPERIENCE PLATFORM (DXP)

Real time data, real time context
Real time segmentation, Enriched
customer profiles

Professional Services –
Implementation, Configuration,
On-going Optimization

Our partnership with Sitecore seamlessly connects the power of identity with Sitecore's integrated suite of tools and services that scale personalized, omnichannel engagement – giving marketers the opportunity to focus on quality over quantity.

Powered by the Sitecore® Experience Platform, FUSE enables CDP, Personalize, CMS, Content Hub and Send to integrate enriched customer profiles directly into the Martech ecosystem.

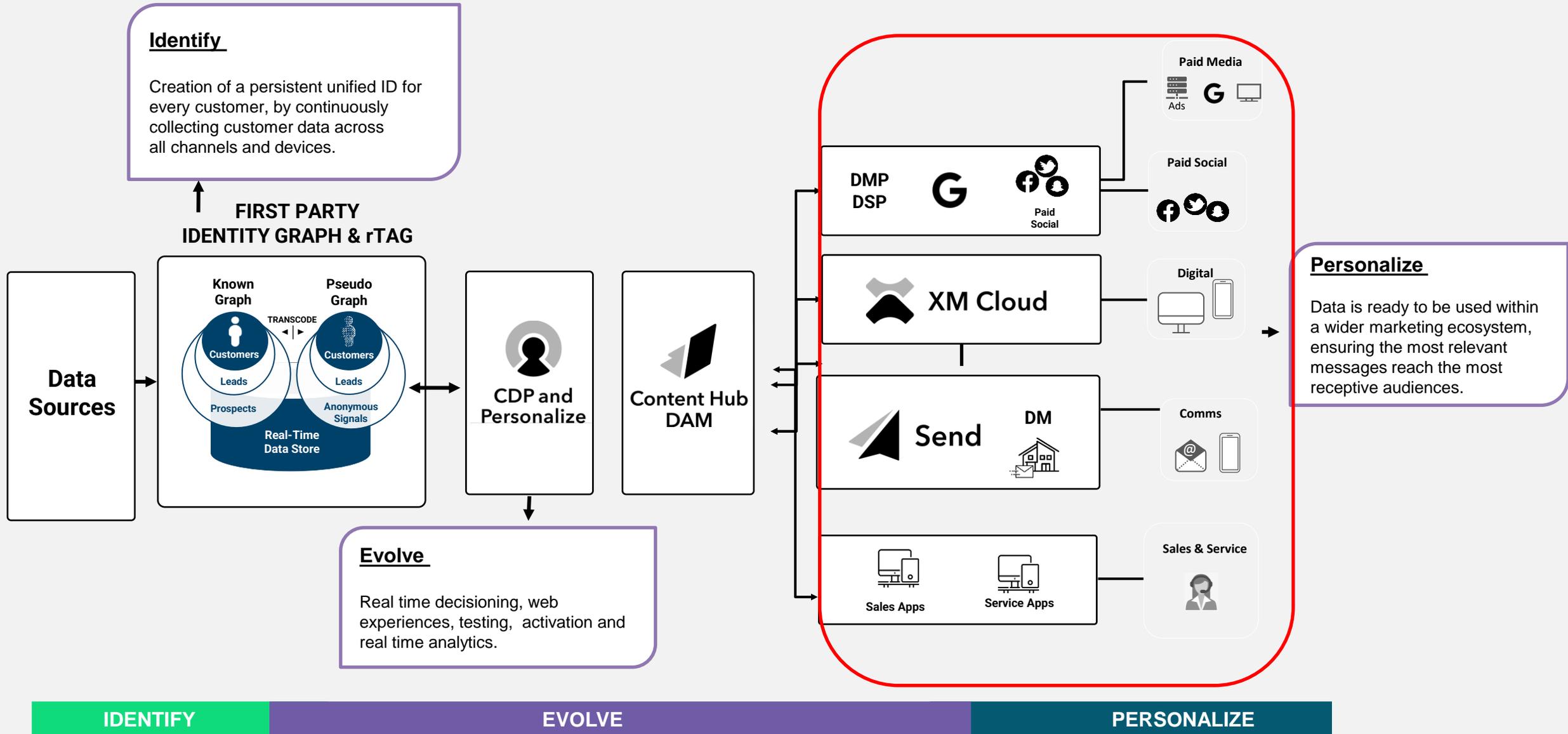
Capitalize on Professional Services expertise from Acxiom to implement, configure and run a programme of on-going Martech optimization that drives business outcomes.

Capability 3 : Brand led experiences

AGILE EXPERIENCE ECOSYSTEM

Agile customer led experiences give businesses a competitive edge. By putting customers at the heart of decision making, we unlock value and fuel growth. Partnering with Global Leaders in Digital Transformation, Innovation and Digital Growth Marketing - bringing together digital strategy, customer first thinking, UX and UI design, content strategy and creation, agile engineering, data layer design and activation and marketing ecosystem configuration and optimization – all you need to provide your customers personalized agile customer experiences.

- Digital Strategy
- Digital Strategy Definition
- Customer Experience Design
- Platform Implementation
- Content Rollout
- Marketing Automation
- Experience personalization
- Journey Optimization



IDENTIFY

EVOLVE

PERSONALIZE

fuse. the benefits

Speed to market

- Generate ROI in just 90 days
- Complements existing tech stack

Enhanced Customer Intelligence

- Enriched, cleansed and ID resolved data
- Activation across existing tech stacks
- Tailored customer experience across paid and owned channels

A powerful fusion of trusted partners

- Expert multi-disciplinary team
- Optimization of work and relationship with major players (Google, Amazon, Meta)
- Expertise to manage personalization, end-to-end experiences from day one

Streamlined Project Management

- Clear in-house roles and responsibilities
- Clear streamlined project management