



# HOW EXACTLY DOES ACXIOM'S REAL-TIME PERSONALIZATION WORK?



# REVIEWING THE PROBLEMS YOU'RE TRYING TO OVERCOME

## CROSS-TOUCH FOG

Whether a prospect or customer is interacting with your site, your display ads, or your email marketing, you should treat them as the same person. But in practice, different teams, channels, and platforms only have access to the data in their silos.

## SCALABLE RELEVANCE

When only certain teams have access to the right data, only certain customers and prospects receive a personalized experience. For instance, some marketers might have the data to reconnect with cart abandoners but not to personalize the home page for new visitors.

## REAL-TIME INFORMATION

Lifestyle changes represent some of the most powerful triggers and signals of intent to purchase. This data should be connected to the right people through recognition, curated in a single customer view, and activated across the ecosystem in real time.

## REAL-TIME BUSINESS RULES

It's one thing to recognize customers and prospects at every touchpoint, it's another to automate exactly how to react in a personalized fashion precisely when each touch occurs.

## GETTING PRIVACY COMPLIANCE RIGHT

For customer experience to work, you must go further than just comply with basic privacy laws. Consumer privacy is the foundation for effective people-based marketing and customer experience.

## LARGE ENTERPRISE PERSONALIZATION SOLUTIONS TOO EXPENSIVE

When it comes to martech investments, one size does not fit all. You need a solution you can justify now and that will grow with you.

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Shops online for groceries

No presense of children

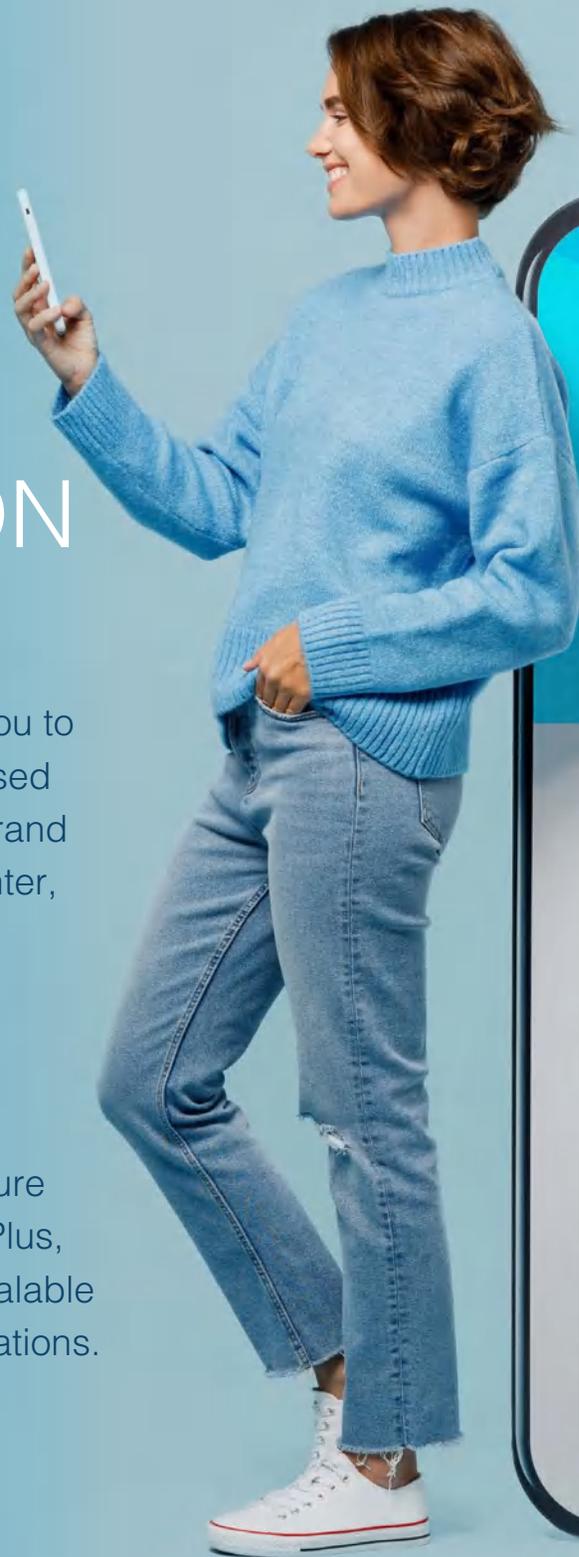
Drives 2017 Sedan

Single

# THE ACXIOM REAL-TIME PERSONALIZATION SOLUTION

Acxiom's Real-Time Personalization enables you to vary the value proposition of your offerings based on individual recipients interacting with your brand through a website, mobile application, call center, or in person.

It's an always-on solution enabling you to emphasize timely messaging, resonate with people based on their activities, interests, and opinions, convert visitors to buyers, and measure the results for what's working and what's not. Plus, it's cloud-based, making it economical and scalable for small, medium, or enterprise-sized organizations.



Good Morning, Britney!

These items were picked out for you based on your recent purchase with us!

[BEGIN SHOPPING](#)



Headphones  
\$120

[ADD TO CART](#)



Designer living room chair  
\$98

[ADD TO CART](#)



Printer  
\$65

[ADD TO CART](#)

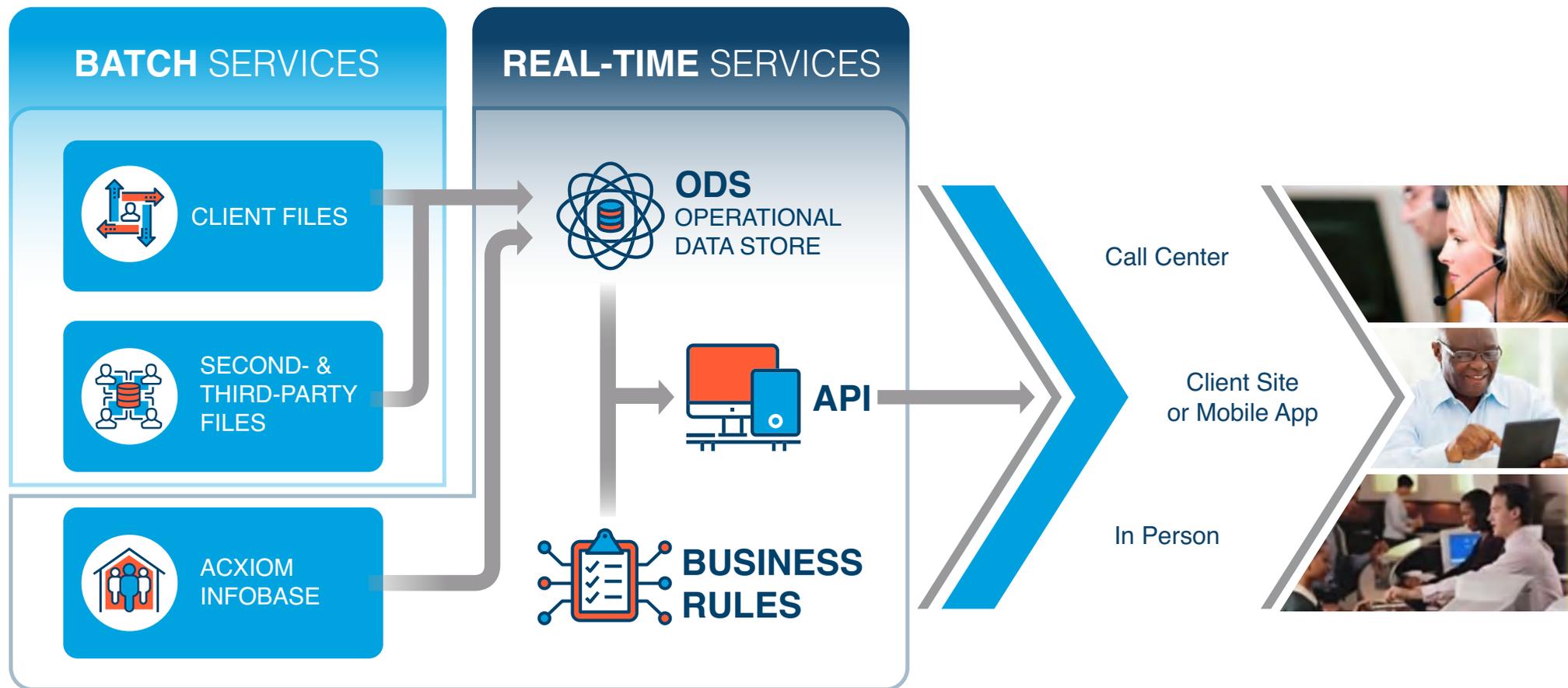


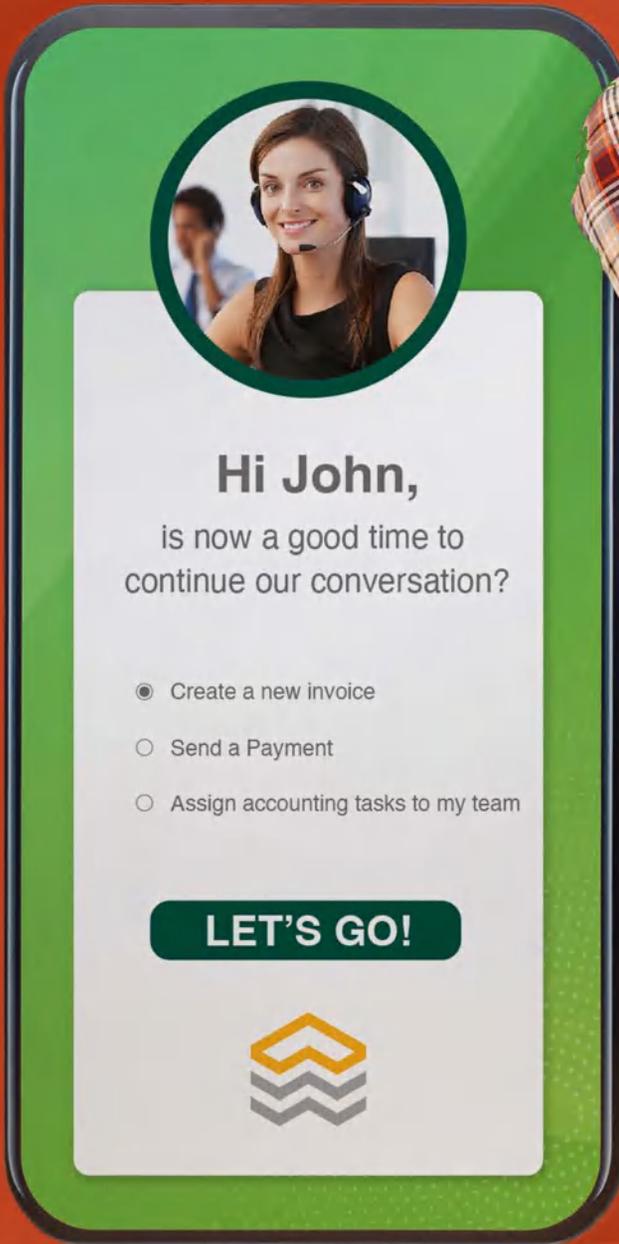
Printer ink  
\$55

[ADD TO CART](#)

# HOW DOES ACXIOM REAL-TIME PERSONALIZATION WORK?

Acxiom's Real-Time Personalization is a combination of recurring batch services in the background and real-time services in the moments your applications interface with your customers and prospects.





# DEPENDENDING ON YOUR NEEDS, THE BACKEND BATCH SERVICES CAN INCLUDE:

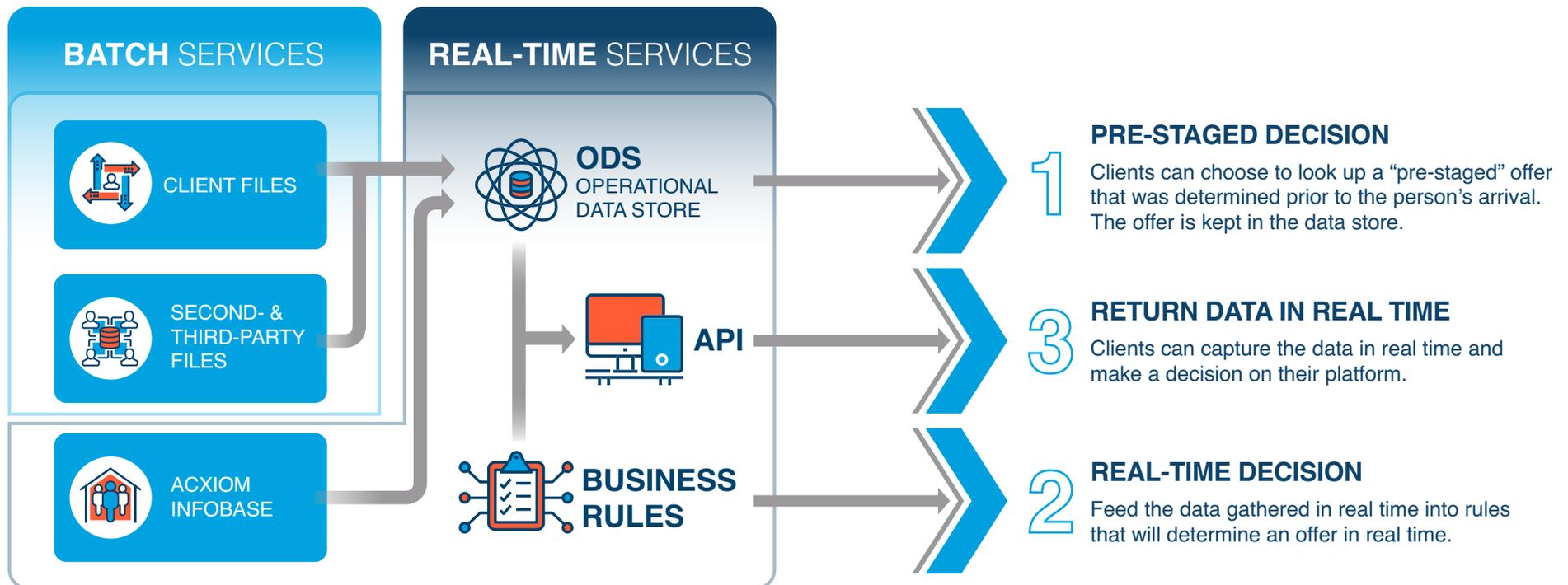
1. Cleaning, correcting, and completing your data files
2. Adding privacy-compliant second- and third-party data to expand your understanding of customers and prospects
3. Enhancing your customer connections with Acxiom InfoBase demographics, life events, and other attributes
4. Populating an operational data store with this integrated data from multiple sources.

# WITH THESE FOUNDATIONAL SERVICES IN MOTION, WE CAN TURN TO DRIVING THE REAL-TIME PERSONALIZATION ALONG THREE PATHS:

**PRE-STAGED DECISION** – At the time of the customer’s visit, choose to look up a “pre-staged” offer that was determined prior to the visitor’s arrival. The offer is stored in the data store.

**REAL-TIME DECISION** – Feed the data gathered in real time into your business rules to determine an offer in real time

**RETURN DATA IN REAL TIME** – Capture the data in real time and decide next steps on your platform or where to invest in your media plan.





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During each session with the customer or prospect, we capture and report what happened, keeping the personalized journey intact – for example, keeping you from making the same offer repeatedly to the same person or helping ensure you are taking the appropriate and relevant next steps with the person across all potential touchpoints.

Plus, there is longer-range value to knowing what happened, what's working and which adjustments you should make to continually improve understanding and connections with people through personalization.

You'll want to measure the results and nurture the value of your connections by adjusting what you display to different segments of visitors.

**LET'S LOOK AT A FEW  
EXAMPLES OF HOW THESE  
REAL-TIME PERSONALIZATION  
CAPABILITIES MIGHT WORK...**

# CREDIT CARD OFFER

1. **AT ANY OF A BANK'S TOUCHPOINTS** – a mobile app, a website, in person, or over the phone – a prospective customer can indicate an interest in applying for a credit card by providing his or her name and address or perhaps a direct-mail offer code.
2. With Acxiom Real-Time Personalization, we can pre-determine an individual's qualifications, provide the best offer for that individual and for the bank's business, and all in a timely fashion.
3. This capability can also be extended to the bank's partner touchpoints.

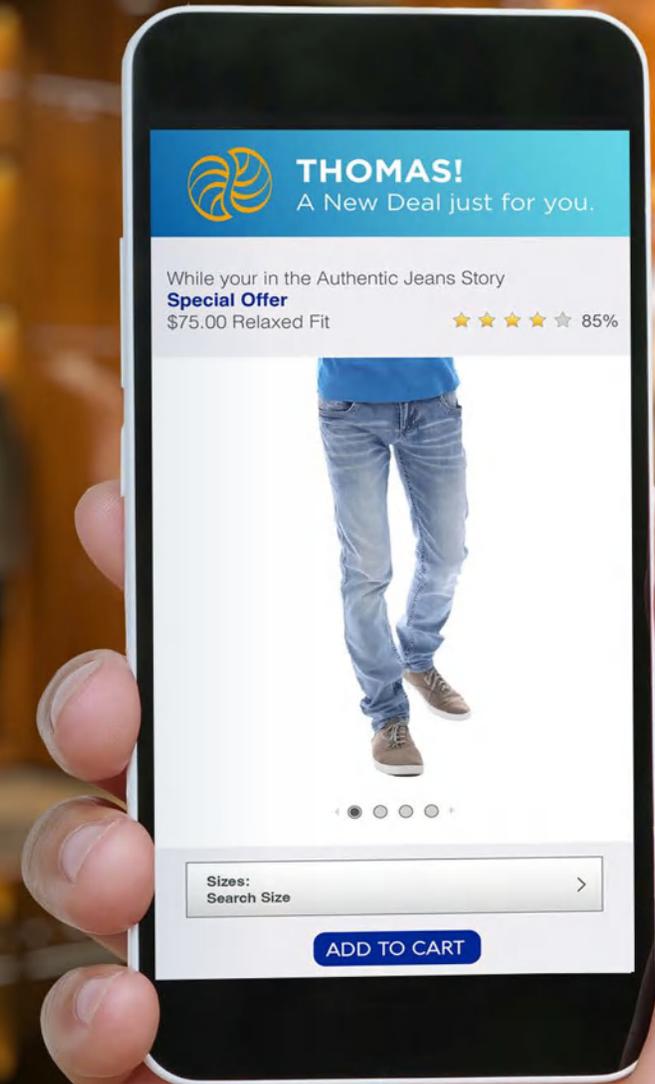
Keep in mind, this unique experience can happen in digital and nondigital channels, and across channels. Through these deeper understandings and better connections, many of our bank clients have experienced large lifts in productivity and revenue, and more importantly, better customer



# RETAIL BEACONS AND POINT-OF-SALE

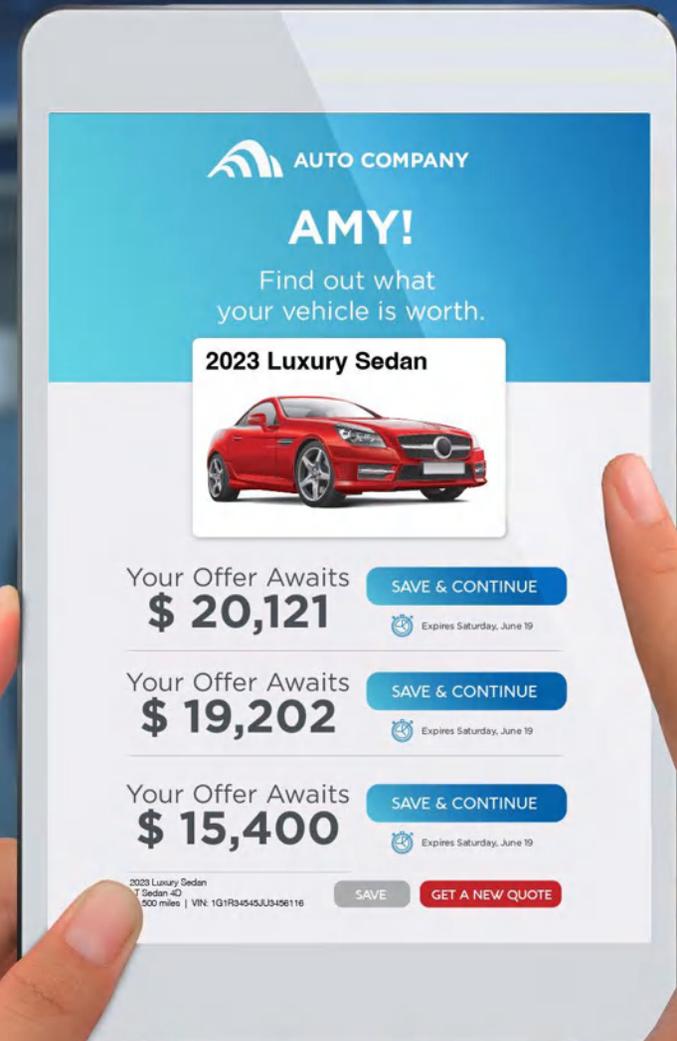
Background: Retail beacons are small, battery-operated wireless devices that transmit Bluetooth signals to nearby smartphones in a store. People who have downloaded the app on their phone and have enabled Bluetooth can receive special offers while in or near that store.

1. By connecting the store beacons to the common data layer and real-time personalization engine, we can create individually relevant experiences for people in the store, at the point of sale, or for website visits – even on their first visit.
2. Personalization can also help retailers make better real-time credit offer decisions.



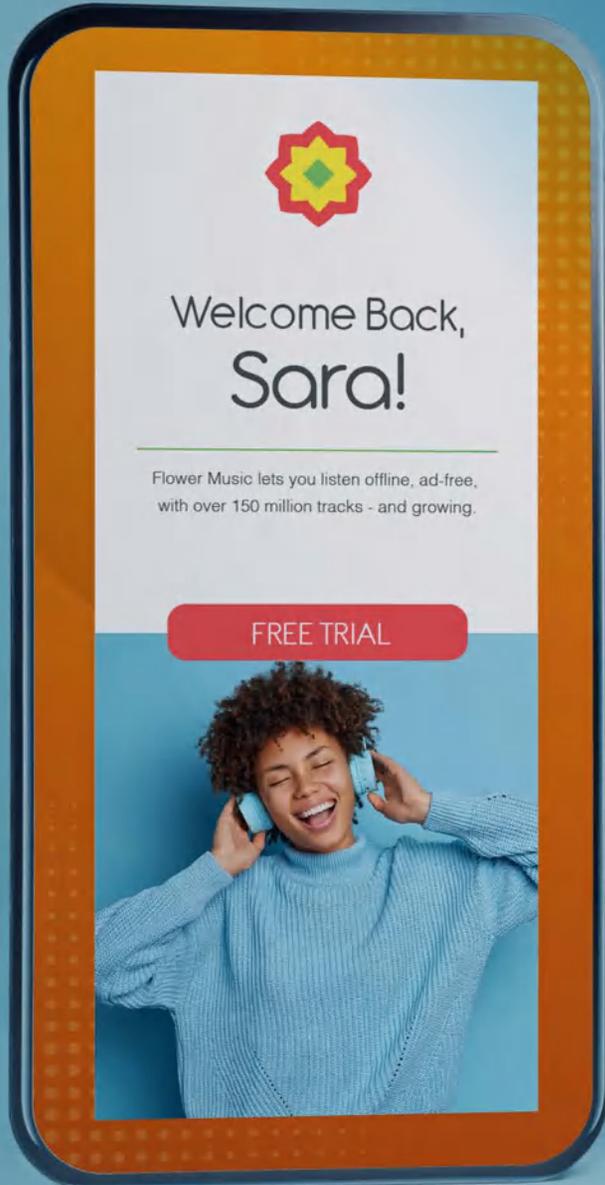
# AUTO: CURRENT CAR VALUE

1. Many in the market for a new or pre-owned car need to know the value of their current vehicle but don't know the VIN and would rather not be bothered with finding it.
2. By tying the mobile app visitor's phone number to current VINs associated with that individual, in a privacy-compliant fashion, Acxiom was able to help one dealership provide an estimated trade-in value in real time.
3. Based on the make and model associated with the individual's VIN, it would also be possible to provide unique offers on new or pre-owned vehicles that match their current or past make, model, and size choices.



# WHAT'S THE TYPICAL TIMELINE FOR IMPLEMENTATION?





# COST: ACXIOM'S REAL-TIME PERSONALIZATION CAN PAY FOR ITSELF

The best part of all this is that the results of using this personalization solution have regularly demonstrated the ability to offset the cost. A 5-15% increase in revenue from individually relevant transactions can easily pay for a medium-sized database of about 50 million records and 1.2 million transactions per year.

And, because it's cloud-based, the solution enables economic scale and ROI for small, medium, or large-sized enterprises.



# PRIVACY IS PARAMOUNT

Acxiom partners with the world's leading brands to create customer intelligence, enabling data-driven marketing experiences that generate value for both people and brands. Experts in identity, ethical data use, cloud-first customer data management, and analytics, Acxiom has improved clients' customer acquisition, growth, and retention for over 50 years.

Over those five decades, Acxiom has built a reputation as a leader in data privacy and ethics, going beyond legal compliance to ensure data collection and use is transparent, fair, and just, delivering value to businesses and to people through marketing that is more relevant and respectful. Acxiom has long had a comprehensive data governance program – continually advanced – to use data responsibly, allow people to opt-out of marketing products at any time, and to protect personal information.



# WHY ACXIOM

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).

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