

WE TURN CDPs INTO CUSTOMER EXPERIENCE *Masterpieces!*

HOW ACXIOM'S CUSTOMER DATA PLATFORM SERVICES WORK

Acxiom CDP Services...

- Have helped some of the largest companies in the world optimize the return from their CDPs.
- Are based on Acxiom partnerships with leading CDP platforms, including Salesforce, Adobe, Treasure Data, Sitecore, and more.
- Harness our 50+ years of proven data expertise and CDP certification to...



...all to turn your CDP into a customer experience masterpiece.

ACXIOM CDP SERVICES HELP SOLVE YOUR CHALLENGES

	YOUR CHALLENGE	ACXIOM SOLUTION	VALUE
ADVISE	Which CDP is right for your unique needs?	CDP strategy and selection	Optimized planning: define business objectives, data strategy, and use cases before selecting a CDP that will achieve its full potential and ROI.
	Are you maximizing your current CDP ROI?	CDP optimization	Our experts assess the current state of your CDP and provide a plan to improve performance and results based on your business objectives.
IMPLEMENT	Do you have the right level of CDP expertise for out-of-the-box success?	CDP implementation and integration	Ensures your CDP is successfully deployed and integrated by services experts and you benefit from our decades of experience as we install, configure and manage your CDP.
ENHANCE AND/OR OPERATE	How do you overcome data silos, incomplete and inconsistent data?	Customer data management and governance	Differentiate customer experiences by combining Acxiom's data management solutions with your CDP for real-time personalization, critical historical insights, and forward-predictive capabilities.
	How do you connect with more customers you love?	Custom modeling	Create a customer portrait and refine campaign audiences with look-a-like and response modeling, combining data from your CDP with other data assets
	Can you improve your personalization for better customer experiences?	Improved personalization	Improve your personalization accuracy and performance; capture all CDP events centered around your customer interactions
	How do you recognize more people who will love your brand?	Improved identity, accuracy, and reach	Recognize up to 5X more people and optimize your customers' experiences with your brand by integrating Acxiom's identity with your CDP's identity capabilities to improve both reach and accuracy.
	How do you maximize marketing effectiveness with closed-loop insights?	Advanced analytics	Meet your analytics needs by combining CDP data with all first, second, and third-party data assets for use by your or Acxiom's data scientists, then deploy actionable insights and results into your CDP.

WE DELIVER ACXIOM'S CDP SERVICES IN TWO WAYS

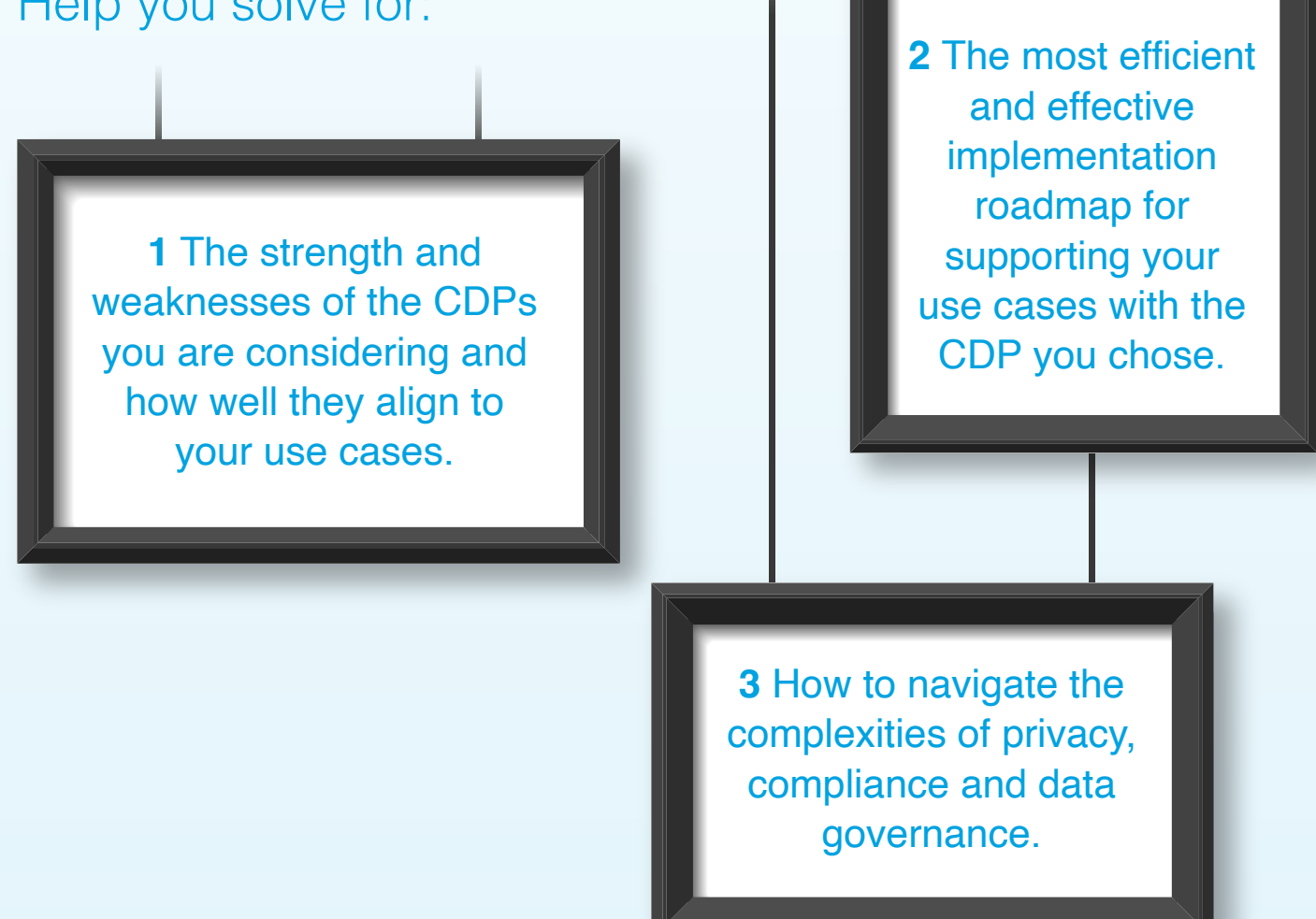
NEW CDP

IF YOU ARE LOOKING FOR
A NEW CDP PROVIDER?

WE HAVE THE
EXPERTISE TO:

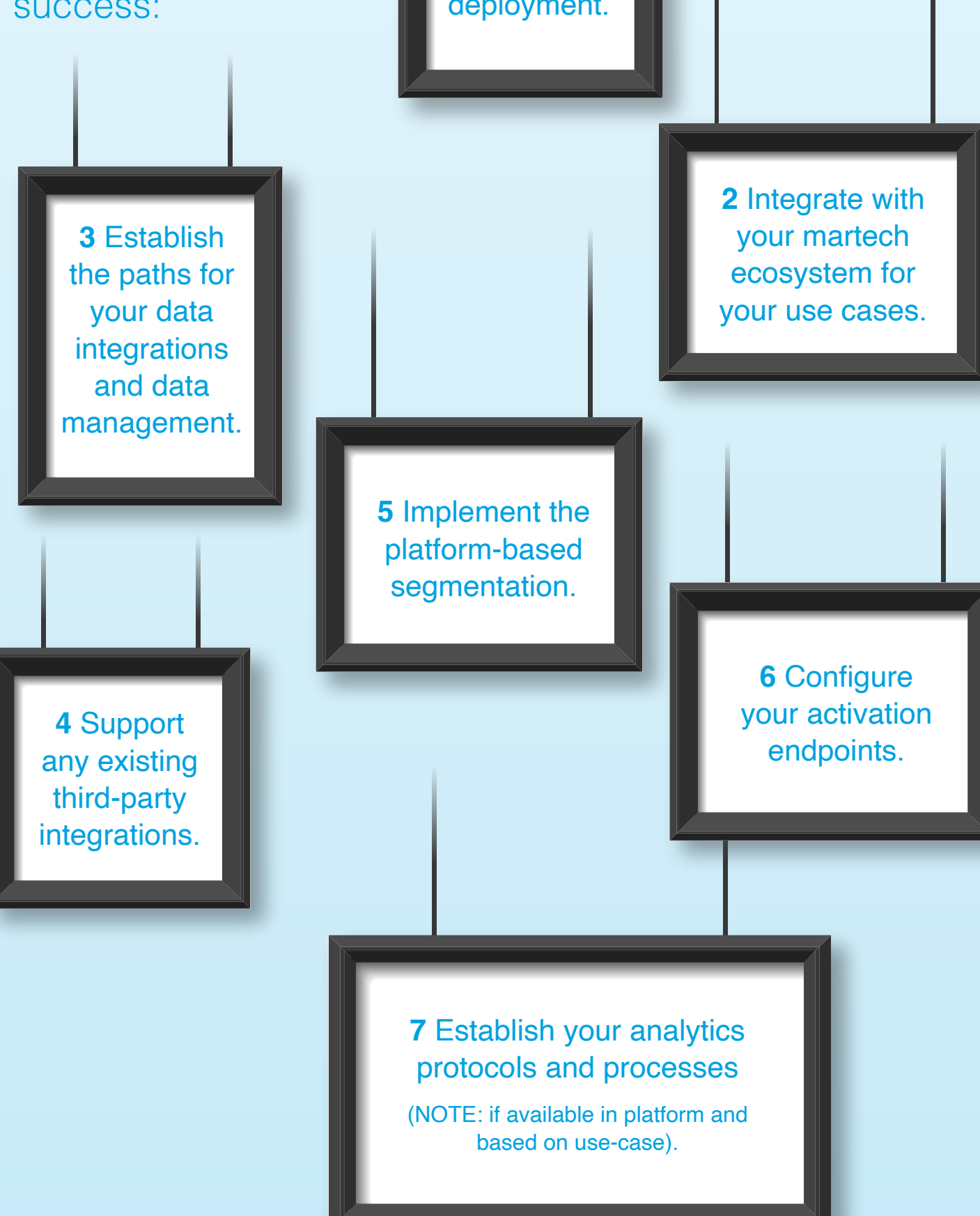
ADVISE YOU

Help you solve for:



IMPLEMENT FOR YOU

Help you achieve
out-of-the-box CDP
success:



OPTIMIZE CDP

IF YOU WANT TO OPTIMIZE
YOUR CDP INVESTMENT?

WE HAVE THE
EXPERTISE TO:

ENHANCE YOUR CDP OUTPUT

Help ensure you're optimizing
your CDP investment by fully
understanding your customers
needs and reaching people
with personal, relevant, and
timely brand experiences
through every channel:



OPERATE YOUR CDP

Lean on our experts to
manage your day-to-day
CDP operations, including:



For more information, visit [acxiom.com](https://www.acxiom.com)
or email at info@acxiom.com.

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