



CAPABILITY READINESS ASSESSMENT DELIVERING VALUE BACK IN THE FORM OF NET GROWTH

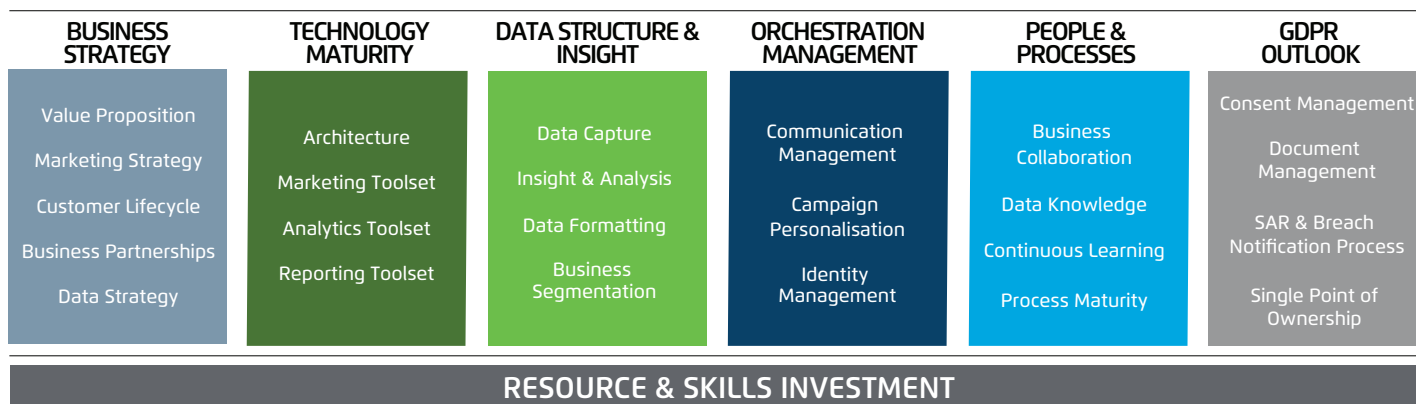
Brands struggle to leverage the latest digital marketing technologies and best practices.

Axiom Digital Transformation Services offer premier integration, implementation, and ongoing management services designed to help brands get maximum value from their marketing technology and data investments through powerful people-based marketing strategies together with marketing orchestration and planning services that help your communications deliver a better outcome.

SERVICE OVERVIEW

Axiom's Capability Readiness Assessment provides an independent analysis and evaluation of a business's internal capabilities and its readiness to deliver business transformation. We will be able to score, identify gaps, provide recommendations and deliver a future facing roadmap for change across the following areas:

- Business Strategy
- Technology estate (architecture, integration, optimisation, quick wins...)
- Data (strategy, governance, data collaboration, storage...)
- People/ skills and processes
- GDPR Examination
- Business Case Development



BENEFITS AND IMPACT

We aim to provide an independent view, which focuses on delivering tangible net growth for the business. KPI's we traditionally aim to deliver against include:

- Increase revenue
- Reduce and optimise marketing costs
- Acquire more customers
- Reduce customer churn
- Increase loyalty rates

WHAT IT MEANS FOR YOU, POST ASSESSMENT?



IT IS ABOUT MAKING INFORMED DECISIONS BASED ON FACTS

WHY ACXIOM?



EXPERIENCE

More than 50 years of data, identity and data management experience



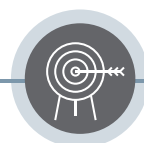
TRUST

Leaders in data governance and ethical data sourcing



SERVICE

Exceptional service delivery and client retention



ACCURACY

Most comprehensive and accurate data across the globe

To find out more, please email ukenquiries@acxiom.com.

acxiom.