

CONSUMER ENGAGEMENT

DRIVING POSITIVE CHANGE FROM COMMUNICATION ORCHESTRATION

Consumer engagement happens when channels, data, technology, insights and content are weaved together to deliver personal communication experiences that help consumers take the actions that give them and you a better outcome.

The relevance required in your marketing communications can often mean complexity, both in data and in execution. The planning and campaign management expertise of our Consumer Engagement team help clients who want to exploit the full capability of their data and marketing technology. We transform their communications from being irrelevant, disjointed and single-channel to highly relevant, consistent, omni-channel experiences that make every customer touch point count. Unlike other planning consultancies, our team's ability to directly utilise the full range of Acxiom's global consumer data assets plus the digital connectivity solutions of LiveRamp, means they're perfectly placed to help clients acquire, activate, grow and retain customers via digital and non-digital channels.

CLEARER VISION, BETTER OUTCOME — develop intelligent, purposeful, measurable and achievable communications plans that deliver objectives.

DELIVER THE CUSTOMER PROMISE — meet consumer demands for timely, relevant, consistent communications experiences.

A BETTER RETURN ON INVESTMENT — capitalise on your investment in people, data, content, technology and media and grow the value of your customers.

Read the [Heathrow case study](#) to see how our Consumer Engagement team, working with our Analytical and Managed Services, helped deliver a communications program that increased retail loyalty spending by 22%.



HOW WE WORK

The ultimate goal of advertising is to encourage people to take a next step—become a customer, buy again, try a different product, share content or provide feedback. To influence those behaviours communication has to resonate on a personal level, be consistent across channels and delivered at the moment it's needed. And it's got to have a clear purpose and set of measurable objectives. Getting to that point requires a deep understanding of a client's business and marketing goals, the ability to create audience personas plus the right data and connections to recognise and reach them via digital and non-digital channels. Most importantly all those elements must be aligned with the content into a communications plan that spans the entire customer lifecycle and journey to purchase. Both you and your customers want meaningful dialogue, and that requires the intelligent and creative application of data and insights to your communications planning.

Our Consumer Engagement team provide fully managed planning services, including on-site support or project specific activity. They'll work with your team, plus your design and media agencies, to deliver objectives, spot and address capability, data and communication gaps, seek to enhance existing communications and provide a level of expertise to supplement and up-skill your teams.



CRM STRATEGY

Designing and managing measurable communications programs, around data and technology roadmaps, to address corporate, marketing and product goals.



DATA STRATEGY

Building the foundational attributes needed to deliver insight, identify and reach audiences and shape communications offline and online.



CONTACT STRATEGY

Communication schemas and rules that align performance and audience analytics, data, channel and content to deliver the best possible experience.



EMAIL STRATEGY

Best-practice advice and use case assessments to optimise deliverability and channel performance.



CAMPAIGN MANAGEMENT

Campaign blueprint including KPI's, contact strategy, test design, agency/delivery team briefing, execution and optimisation.



MEASUREMENT AND REPORTING

With our Analytics Services—performance analytics and visibility with our business intelligence tools, so you know exactly how well your campaigns are doing and how to improve them.

Want to know more? To find out more about Consumer Engagement, speak to one of our consultants on 020 7526 5265.

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