

MAKE YOURSELF FIRST-PARTY DATA RICH FROM DAY ONE

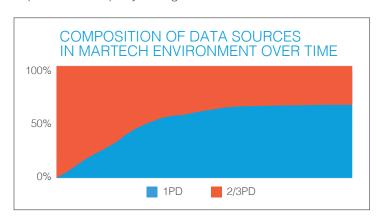
In response to the changes to third-party cookies, rising global privacy awareness and tighter market regulations, marketers and advertisers have reached a tipping point that will redefine how they connect and interact with people.

Ultimately, marketers want to be known for bringing that brand together with people, and it's not so easy to reach the right people your organisation needs as future customers, if you don't have the right technology to collect and connect the right customer data to truly power your marketing with what it needs to deliver omnichannel bliss. So to find your future customers, no matter what the eventual fate of third-party cookies, and without the reliance on third-party data, how can you accelerate the transition from first-party data poor to first-party data-rich?

The Media Data Platform (MDP) is a partnership between Acxiom, Kinesso and Treasure Data that empowers advertisers to leverage their first party data safely and securely, reducing their reliance on third-party data. This platform enables advertisers to create rich and dynamic high value audiences (HVA's) with unparalleled match-rates that deliver for both their adtech and martech needs.

YOUR TRANSITION TO FIRST-PARTY DATA

While your organisation transitions away from reliance on third-party data, it will start the journey of cultivating a first-party data foundation, using Acxiom InfoBase® to kick start that process. Then, as your first-party data asset grows, your exposure to 3rd party changes decreases..



That's where Acxiom, Kinesso and Treasure Data's market-leading proposition takes things to the next level. Combining privacy-compliant data, customer data platform technology (CDP), world class adtech and martech, and best in class talent, the Media Data Platform solution enables brands to build their first-party data asset, find the right prospects in the right channels, and personalise prospecting engagements without relying on third-party cookies.



START BUILDING YOUR FIRST-PARTY DATA STRATEGY NOW

Feeling data poor? Do you have enough data on your customers to truly create meaningful, personalised experiences? The Media Data Platform is a cookieless solution to delivering a customer acquisition that allows you to build HVAs based on real data, activate them, and create campaigns that attract new customers to your brand. The MDP relieves brands of their over-reliance on third-party cookies and the "walled gardens" for media efforts. However, the MDP can be used within or outside "walled gardens", and with or without CDPs. With a diverse array of connectors, brands have the ability and flexibility to work with whoever fits a requirement best, and they are not tied to a specific vendor or partner, affording freedom of choice.

MEDIA DATA PLATFORM COMBINES:

Privacy-compliant data assets that enrich your first-party customer data from Acxiom, an enterprise-class

CDP from Treasure Data, adtech solutions from Kinesso. MDP provides the smartest ways of leveraging your data for advertising use cases, navigating the fragmented world of adtech, both building and utilising your first-party data assets.



A leader in identity, customer data management and the ethical use of data for more than 50 years. We enable people-based marketing everywhere through a simple, open approach to connecting systems and data to drive better customer experiences for people and greater ROI.



Kinesso brings together top talent in data, tech and media activation to deliver seamless data-driven marketing solutions. As a technologyenabler, Kinesso powers marketing systems through a proprietary suite of applications that seamlessly integrate adtech and martech. Kinesso's application framework spans audience and identity, planning and activation, marketing sciences and analytics and business outcomes for the world's leading brands.





The No. 1 sophisticated cloudbased customer data platform that empowers companies to responsibly collect and understand massive amounts of data, transform their businesses and create new customer experiences.



MEDIA DATA PLATFORM ENABLES BRANDS TO

1. CONNECT DATA SOURCES

Media Data Platform can assemble data from as many sources as needed, ingesting first-, second- and third-party data across the online and offline space.

2. INTEGRATE CUSTOMER DATA

MDP makes the data ready for use, identifying current customers and overlaps between different data sources. Creating an audience stack with geodemographic characteristics.

3. BUILD THE RIGHT AUDIENCES.

MDP categorises, analyses and segments the Audience Stack into distinct audiences using first-party and behavioural data alongside geodemographic data to build both seed and direct audiences.

4. FXTEND AND FXFCUTE

MDP extends the created audiences to improve reach, using either seed audiences or audience characteristics. Optimised audiences, coupled with an Optimised execution and media mix makes the best use of media spend.

OPTIMISED MEDIA ACTIVATION

MDP

MAKING THE BEST USE OF A MEDIA SPEND

CREATE THE RIGHT AUDIENCE FOR THE MESSAGE, SEGMENT, MODEL AND UNDERSTAND FIRST-, SECOND AND THIRD-PARTY DATA

BUILD AN OPTIMISED AUDIENCE STACK

FOUR EASY STEPS TO A WORLD-CLASS CUSTOMER ACQUISITION STRATEGY



IDENTIFY

Analyse your first-party data and learn more about your customers and prospects.



MODEL & EXTEND

Model the data and build your ideal audience of customers.



ACTIVATE

Begin promoting on your chosen channels, reaching the right people in the right way, at the right time.



MEASURE

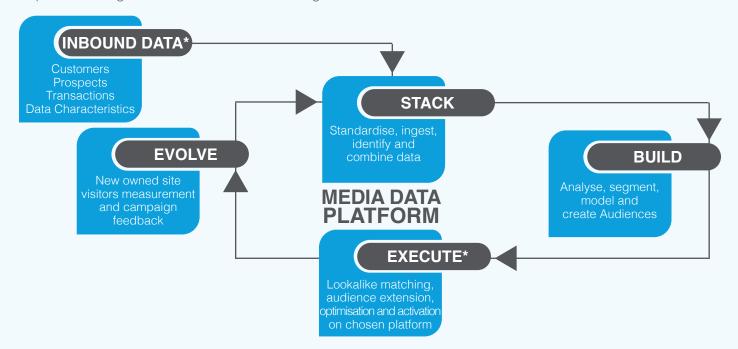
Accurately and immediately measure the success and ROI of your media investments, all in one place.



"First-party data is more accurate, provides better insights, and higher conversion rates and is a priority for marketing customer relationships."

YOUR TECHNOLOGY BLUEPRINT

We help advertisers to get their own data in good shape, enabling advertisers to work with external advertising platforms and publishers to get the most out of their marketing investments.



MEDIA DATA PLATFORM **ENABLES MARKETERS TO:**

PERSONALISE

Activate new customer data insights in rich, personalised media.

BUILD & EXPAND

The beginning of your journey into owning your own first-party data asset.

REACH HVAs

Connecting and activating bespoke Audiences.

ENRICH & SEGMENT

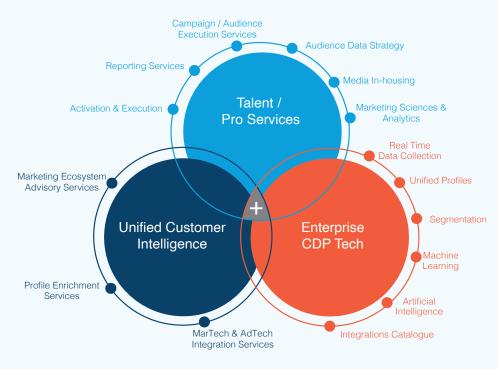
Understand more about your customers using Acxiom InfoBase.

RE-ENGAGE

Existing customers and prospects.

MEASURE & ATTRIBUTE

Enhanced with a single connected data layer.



PARTNERING TO DELIVER WORLD-CLASS CUSTOMER ACQUISITION

FOR MORE INFORMATION

about our solutions, visit acxiom.co.uk or contact us at ukenquiries@acxiom.com.

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^{*}features subject to partner and vendor compatibility