BUILD THE BEST CONNECTED EXPERIENCE FOR YOUR CUSTOMERS

acxiom.

Adobe **PLATINUM**
Solution Partner

Delight people with brilliant experiences at shopping malls. Transform a mall from a physical space into a connected consumer experience that doesn't just focus on shopping, but accounts for everything surrounding it.

Give your experience strategies a boost with Connected Spaces. Our solution combines Adobe's world-leading customer experience technology and Acxiom's ability to connect marketing technology and processes at the data layer, to better identify, understand and engage customers for greater satisfaction and incremental revenue.

KEY BENEFITS
Create a brilliant customer experience at your shopping mall, adding value where it counts:

Build relationships and loyalty with your customers at every stage of their interaction with you, before they shop, in-store and afterwards with relevant communications.

Give your customers time back with pre-shop planning tools. Let them know about parking instructions and navigation, entrance wayfinding, and pre-ordered services such as restaurants reservations, click and collect, and other amenities.

Create personalized in-mall experiences for your shoppers, by letting them know what's going on in their favorite retail outlets and across the property.

Enhance your customers' experiences with in-store thank you messages. Encourage them to tell you when they intend to come back to your location by sharing exclusive content and offers that they can enjoy the next time they visit.

HOW CONNECTED SPACES WORKS

Connected Spaces is a fully scalable, rapidly deployed solution allowing you to get up and running with 1:1 personalized communications in a matter of weeks.

Our solution comes 'out of the box' with a set of standard data ingestion APIs, and connectors to a wide range of existing technologies, allowing signals from your customers' interactions with your existing IT architecture to be rapidly available to marketers. Additionally it has a series of optional add-ons from both Acxiom and Adobe which seamlessly integrate with the technology to expand with you as your requirements change to realize your vision.

ACTIVATE Acxiom deploys a cloud-based database component, installs Adobe Campaign and configures and installs a number of real-time data ingestion points (e.g. Wi-Fi provider, ticket provider, event app, POS system, e-commerce platform, geofence signals) and campaign workflow templates for real-time and time-based communications to get you started quickly.

INGEST Data is ingested and stored in the database to build a rich portrait of every customer enabling decisions to be made on the best offers or experiences to promote.

EXECUTE Once set up, Adobe Campaign is used for all cross-channel campaign orchestration and automation.

WHY ADOBE AND ACXIOM

SPEED Acxiom and Adobe have partnered to ensure the solution is launched and integrated in a matter of weeks—much faster than a typical marketing system, more quickly creating measurable results and return on investment.

FLEXIBILITY Our solution has the core of what marketers need to deliver great customer journeys but also integrates required legacy technologies, data feeds and complementary solutions.

REACH A global solution designed for multiple connected spaces.

PROVEN Acxiom and Adobe, together, have delivered this solution to Heathrow, arguably Europe's biggest retail site, resulting in a greater-than-23% uplift in spend per visit.

COMPLETENESS OF VISION Acxiom and Adobe's solution features a complete core offering, primed and ready to make a massive difference even before layering in the optional additional services Acxiom can deliver, or investments brands make with Adobe Experience Cloud.

INDUSTRY EXPERTISE In addition to retail, Acxiom offers industry-tailored versions of the solution for Automotive/Dealerships, Financial Services, Travel and Entertainment.

THE BEST OF ADOBE TECHNOLOGY WITH ACXIOM INSIDE.

ABOUT ACXIOM

OMNICHANNEL INTEGRATIONS
We enable a true omnichannel ecosystem to bring together digital and offline, adtech and martech, as well as data services and technology.

ETHICAL DATA USE
We can deploy data environment architectures that provide the security protocols and processes you need to protect omnichannel data completely.

BEST IN CLASS IDENTITY RESOLUTION
We recognize consumers across channels and devices with high levels of accuracy using our industry-leading technology.

For more information about our Connected Spaces solution, visit **www.acxiom/adobe** email **info@acxiom.com**.

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