

# Acxiom Digital Transformation Services for Adobe Campaign



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With Acxiom's decades of expertise, our new Digital Transformation Services provide superior omnichannel data, integration, implementation and campaign management services, helping brands maximise their value from Adobe Campaign to generate powerful personalised, automated campaigns across digital and offline channels.

Acxiom Digital Transformation Services can seamlessly integrate Adobe Campaign into your existing CRM data architecture, or can leverage Acxiom's Unified Data Layer framework that supports a CRM database solution to supercharge your campaigns by bringing together technology, data and connectivity for an integrated and unified view of your customers, along with campaign management experts to analyse, build and execute your campaigns.

## ACXIOM ADVANTAGES



Implementation and integration of Adobe Campaign within your marketing stack for sustainable success



Comprehensive day-to-day operational campaign tool support, campaign analysis, creation and execution services



Advisory services to fuel successful omnichannel campaign strategies



Expertise and best practices to design and execute seamless omnichannel campaigns to customers and prospects



Strong analytics and reporting capabilities for ongoing campaign measurement and optimisation



Optional Unified Data Layer framework provides a CRM database solution that leverages leading identity resolution and third-party data services for a comprehensive solution



Expert privacy-compliance and data governance knowledge to alleviate regulatory concerns and reduce risk

## OUR TEAM AND SERVICES

Acxiom’s industry and digital technology experts partner with you to deliver expert audience analysis, creation and activation strategies, and to manage the Adobe platform to drive maximum ROI from your marketing:

**DIGITAL CAMPAIGN EXPERTS:** Highly skilled experts in digital marketing platforms and leading campaign management solutions

**MANAGED SERVICES:** Expert campaign management, integration and implementation resources to support full implementation and ongoing management of your platforms and tools

**CAMPAIGN EXECUTION SERVICES:** Exceptional client services to set up, execute and manage omnichannel campaigns


**ANALYTICS & MEASUREMENT:** Advanced omnichannel analytics to deliver audience insights, targeting strategies and closed-loop, incremental measurement

**SPECIALISED SERVICES:** Premium services for supporting data and campaign configuration changes, guiding integrations, conducting data research and analysis, and enhancing audiences through third-party data and advanced analytics for powerful campaigns



## IMPLEMENTATION AND CAMPAIGN MANAGEMENT SERVICES

Our implementation and management services provide all of the necessary advisory and campaign execution services for implementing Adobe Campaign. Leveraging best in class privacy and governance capabilities, here’s how we work:

 <p>ASSESS</p>	 <p>DESIGN</p>	 <p>IMPLEMENT</p>	 <p>MANAGE</p>
<p>Audit business strategy, data, integrations, audience analysis, campaign and activation requirements overall. Conduct data inventory and assess privacy practices and customisation needs.</p>	<p>Provide expert guidance to design the best path forward by addressing efficiencies and workflow risks, and by assessing clients’ existing staffing model and technology stack.</p>	<p>Install Adobe Campaign, configure components and integrate into the broader marketing tech stack depending on the requirements.</p> <p>Configuration includes data schemas, security management, standard workflow templates, customised access, and integration with omnichannel media platforms for delivery.</p>	<p>Deliver ongoing managed services focused on expert audience and campaign setup and management, supporting source and output feeds, Q/A management, campaign monitoring and BI and data visualisation reporting.</p>

## SUPERCHARGE ADOBE CAMPAIGN

Acxiom Digital Transformation Services provide a robust suite of additional data management, identity, data and analytic services to supercharge Adobe Campaign results.

### ACXIOM'S UNIFIED DATA LAYER (UDL)

Powered by Acxiom's Unified Data Layer (UDL), leverage an omnichannel CRM database solution combined with your Adobe Campaign tool for enriched precise people-based targeting, cross channel activation and advanced measurement reporting tools. Acxiom's UDL – designed specifically for today's omnichannel marketing needs – is an open and trusted data framework for the modern enterprise that powers a connected martech and adtech ecosystem. It leverages cutting-edge cloud architecture to solve an array of business problems related to how you acquire, engage and retain customers, as well as how you perform analytics and measure success.

### IDENTITY RESOLUTION

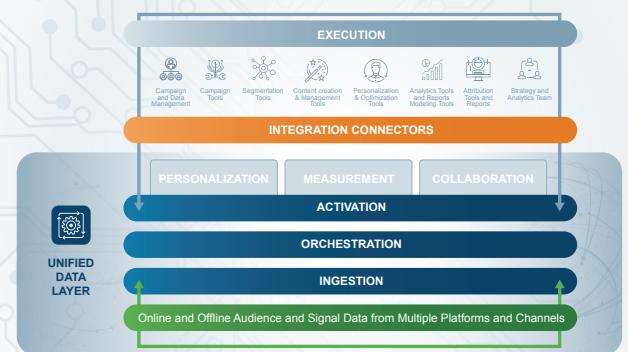
Leverage the world's largest omnichannel identity graph and patented AbiliTec® identity resolution capabilities to resolve known and anonymous identities for a complete customer view to power people-based marketing throughout the marketing ecosystem.

### THIRD-PARTY CONSUMER DATA

Access the most robust suite of consumer insights leveraging the best third-party data sources, offering InfoBase®, Personix® and a wealth of Audience Propensities® to harness data about real people to fuel powerful people-based marketing.

### CLOSED-LOOP, INCREMENTAL CAMPAIGN MEASUREMENT

As a neutral, third-party leading analytic provider, Acxiom leverages digital and offline data to effectively measure your incremental campaign lift across all media and sales channels.



## CAPABILITIES AND POSSIBILITIES

Acxiom Digital Transformation Services optimise your Adobe Campaign with a host of benefits.

**STRATEGY:** Develop omnichannel campaign strategies and marketing programs to transform your omnichannel targeting

**INSIGHTS:** Mine audience data, monitor campaign performance and measure impact for ongoing high performing campaign execution

**DATA:** Leverage data enhancement and analytics to supercharge campaign impact

**INTEGRATIONS:** Optimally integrate Adobe Campaign within your broader martech and adtech stack or leverage Acxiom's Unified Data Layer framework for a CRM database solution



## ACXIOM ADOBE CAMPAIGN SERVICES IN ACTION

### CREATE BRILLIANT EXPERIENCES WITH CONNECTED SPACES

Build strong customer relationships by transforming locations – airports, casinos, resorts, malls, sports arenas and more- into connected experiences with personalised communications

1

We rapidly install Adobe Campaign and a number of realtime data ingestion points and campaign workflow templates for 1:1 personalised communications

2

Data is ingested and stored in a database to build a rich portrait of every customer enabling decisions on what to message to customers

3

Acxiom's campaign services team provides daily support to maximise value

### OPTIMISE MEASUREMENT CAPABILITIES

Accurately close the loop on your marketing efforts by quantifying the impact of your advertising dollars in driving audience reach, response, and revenue lift.

1

Connect Adobe Campaign at the data layer to ingest, orchestrate and activate all data sources for continual measurement and marketing optimisation

2

Integrate data from Adobe Campaign with leading BI reporting and measurement tools in analytics environment

3

Set up activation strategy across CMS, local ad server, or personalisation platform on brand website applications

## WHY ACXIOM

Acxiom's mastery of consumer data, identity resolution, ethical data use, and deep experience in designing, building and servicing omnichannel marketing data and technology solutions for top Fortune 100 brands enable us to deliver expert services designed to gain maximum value from Adobe Campaign.



### ACCURACY

Most accurate omnichannel identity resolution

100% deterministic digital matching



### SCALE

Largest identity graph for omnichannel marketing

Broadest access to all the world's data



### TRUST

Largest data governance and ethics program

Most advanced Safe Haven data environments



### SERVICE

Exceptional service delivery and client retention

99% of distributions are within SLA targets

To learn more about how Acxiom Digital Transformation Services can enhance your Adobe Campaign solution, email us at [info@acxiom.com](mailto:info@acxiom.com).