

ACXIOM DIGITAL STRATEGY AND SERVICES
for Adobe Audience Manager

POWER YOUR ADOBE INVESTMENT TO PEAK PERFORMANCE

acxiom.

PLATINUM
Solution Partner

As an Adobe Global Alliance Partner, Acxiom supercharges Adobe Experience Cloud by providing tools, services and data to convert audience insights and campaign messages into unparalleled and transformative customer experiences.

TRANSFORM YOUR DATA MANAGEMENT PLATFORM INTO A POWERHOUSE

Adobe Audience Manager is a powerful data management platform (DMP) that helps brands build unique audience portraits from all their data sources to identify the most valuable segments and then use them across any digital channel.

Acxiom Digital Strategy and Services provides industry-leading implementation, integration, and data management expertise, advanced identity solutions, and the ability to connect martech and adtech at the data layer. Our partnership with Adobe empowers brand marketers with an array of opportunities to maximize their Adobe Audience Manager investment to power personalized experiences and transform their digital ecosystem.

ACXIOM ADVANTAGES

Acxiom has decades of experience providing data management and audience creation services for the world's best marketers. We will help you gain maximum value from your Adobe technology.



As an extension of your team, we implement, integrate, and manage Adobe Audience Manager to provide the most value sustainable success



Our digital transformation expertise helps integrate the DMP into your MarTech stack and also into your comprehensive data strategy, creation, and execution services



Our integration and data orchestration capabilities bring together your online anonymous and offline known data to coordinate digital experiences and trigger advanced tactics



We provide identity resolution services tailored to your brand's unique audiences



We help you implement best practices in the ethical use of data to guide your approach to data activation and integration

OUR TEAM AND SERVICES

Acxiom's Digital Strategy and Services experts partner with you to deliver implementation and integration best practices, activation strategies, and to operationalize the Adobe Audience Manager platform to drive maximum ROI from your marketing:

DIGITAL EXPERTS: Highly skilled experts in digital marketing platforms and leading DMP solutions

MANAGED SERVICES: Experienced, hands-on resources to support full implementation and ongoing management of your DMP

PLATFORM MANAGEMENT SERVICES: Exceptional client services to orchestrate and execute digital audience activation strategies and programs

ANALYTICS & MEASUREMENT: Advanced omnichannel analytics to deliver audience insights and targeting strategies that go beyond your DMP

SPECIALIZED CONSULTING: Critical guidance to provide best-in-class data strategy, manage configuration changes, guide integrations, conduct data research and analysis, provide privacy and data governance best practices, and enhance data collection, analytics, and measurement practices



OUR ENGAGEMENT APPROACH

Our DMP implementation and management services provide all the necessary advisory and execution services for implementing and optimizing Adobe Audience Manager.



ASSESS

Audit business strategy, data, integrations, audience analysis, and activation requirements. Assess data inventory, privacy practices, and customization needs.



DESIGN

Deliver expert guidance to design the best strategy for addressing DMP efficiencies and workflow risks for clients' model and technology stack.



IMPLEMENT

Implement the right solution for integrating Adobe Audience Manager with the marketing ecosystem. This includes specifications for data collection, segment strategy, segment activation, and reporting.



MANAGE

Provide ongoing managed services for audience analysis and creation services, DMP administration, audience activation support, and measurement.

ACXIOM SUPERCHARGES YOUR DMP

With Acxiom’s proven solutions, marketers invested in Adobe Audience Manager take people-based marketing to the next level.

ACXIOM’S UNIFIED DATA LAYER

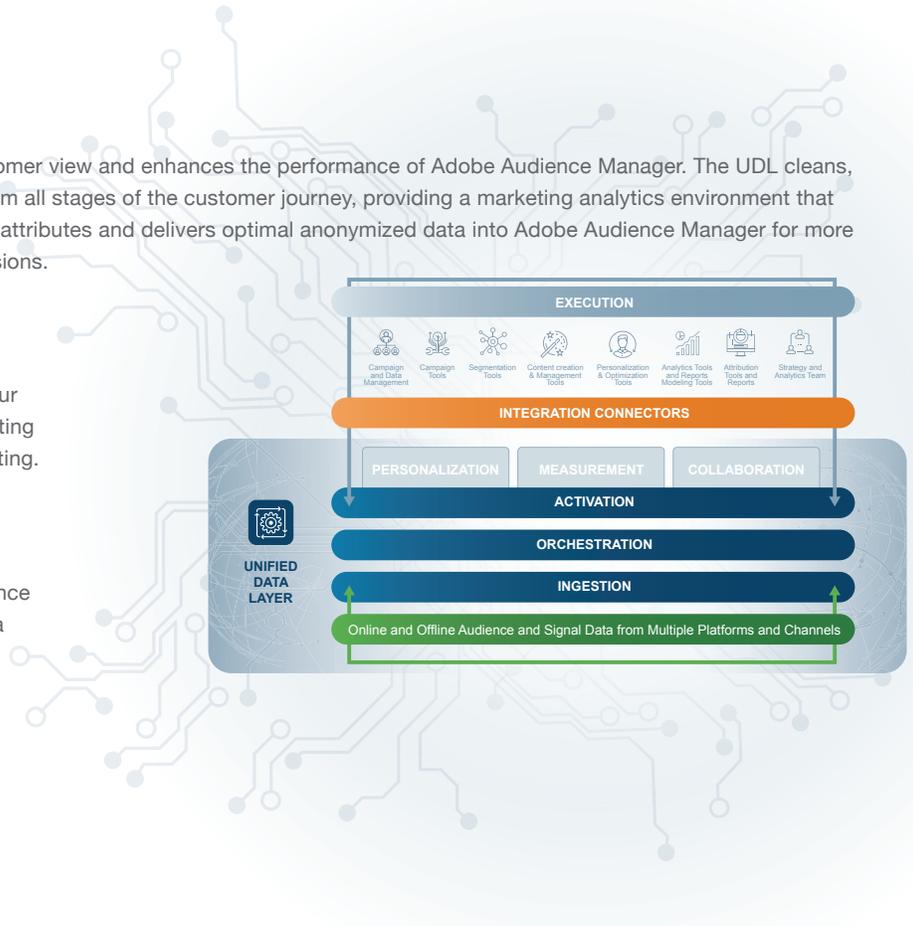
Acxiom’s unified data layer (UDL) creates a complete customer view and enhances the performance of Adobe Audience Manager. The UDL cleans, matches, and enhances CRM, PII and anonymous data from all stages of the customer journey, providing a marketing analytics environment that updates customer portraits based on constantly changing attributes and delivers optimal anonymized data into Adobe Audience Manager for more relevant ads, personalized experiences and higher conversions.

THIRD-PARTY CONSUMER DATA

Take full advantage of the world’s best data to enhance your audience understanding and fine tune your audience targeting with data about real people to power people-based marketing.

IDENTITY RESOLUTION

Leverage identity resolution to enhance your Adobe Audience Manager capabilities by onboarding offline data to create a complete view of the customer.



CAPABILITIES AND POSSIBILITIES

Acxiom Digital Strategy and Services streamlines and optimizes your Adobe Audience Manager with a host of benefits.

ACTUAL EXPERIENCE: Develop digital audience strategies and programs to transform your omnichannel targeting with experts who have done it before

INSIGHTS: Mine audience data and develop insights to help you understand and create audiences for omnichannel activation

DATA: Leverage comprehensive third-party consumer data and analytics for audience creation and activation

INTEGRATIONS: Connect your DMP with your martech and adtech stack while also leveraging Acxiom’s UDL framework



KEY USE CASES

EFFICIENTLY ACQUIRE NEW (UNKNOWN) CUSTOMERS THROUGH PAID DIGITAL MEDIA



1

Onboard and link non-PII, first-, second- and third-party data sources within Adobe Audience Manager to build and scale audiences.

2

Enhance audiences with Acxiom consumer data including InfoBase®, Personix® and Audience Propensities® for more robust insights

3

Integrate, organize and activate anonymous audiences within your DMP for optimal targeting across paid digital media

IMPROVE ENGAGEMENT AND CONVERSION ON OWNED DIGITAL MEDIA



1

Advise clients on use case benefits and metrics for non- authenticated users as well as DMP platform considerations for optimal use

2

Isolate segments, audience insights and workflows to support key use cases

3

Set up activation strategy across CMS, local ad server or personalization platform on brand websites and 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 Fortune 100 brands allows us to deliver expert services designed to deliver maximum value from Adobe Audience Manager.



EXPERIENCE

50 years of data, identity and data management experience



TRUST

Largest data governance and ethics program



SERVICE

Exceptional service delivery and client retention



ACCURACY

Most accurate data across the globe