ACXIOM DIGITAL STRATEGY AND SERVICES
for Adobe Campaign

POWER YOUR ADOBE INVESTMENT TO PEAK PERFORMANCE

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Adobe **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.

Acxiom seamlessly integrates Adobe Campaign to leverage Acxiom's Unified Data Layer customer database solution to supercharge your campaigns. We bring together technology, data, identity and connectivity for a unified view of your customers and offer a wide range of managed services options to help you use Adobe Campaign to analyze, build, and execute powerful 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 optimization

A Unified Data Layer framework to fuel 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

SPECIALIZED 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:

ASSESS

Audit business strategy, data, integrations, audience analysis, campaign and activation requirements overall. Conduct data inventory and assess privacy practices and customization needs.

DESIGN

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.

IMPLEMENT

Install Adobe Campaign, configure components and integrate into the broader marketing tech stack depending on the requirements.

Configuration includes data schemas, security management, standard workflow templates, customized access, and integration with omnichannel media platforms for delivery.

MANAGE

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 visualization reporting.

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SUPERCHARGE ADOBE CAMPAIGN

Acxiom Digital 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 industry-leading identity resolution capabilities to resolve known and anonymous identities for a complete customer view to power people-based marketing.

THIRD-PARTY CONSUMER DATA

Access the most robust suite of consumer insights leveraging the best third-party data sources, offering InfoBase®, Personicx® 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.
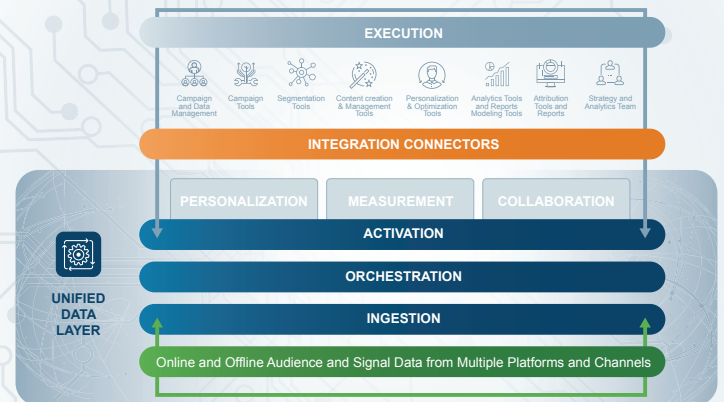
CAPABILITIES AND POSSIBILITIES

Acxiom Digital Strategy and Services optimize 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

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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 personalized communications

1 We rapidly install Adobe Campaign and a number of real-time data ingestion points and campaign workflow templates for 1:1 personalized 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 maximize value

OPTIMIZE 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 optimization

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

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

WHY ACXIOM

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

To learn more about how Acxiom Digital Strategy and Services can enhance your Adobe Campaign solution, visit **www.acxiom/adobe** or email us at **info@acxiom.com**.

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