

HOW A LEADING MOTOR COMPANY
LEVERAGED CUSTOMER
DATA PLATFORMS
**TO DRIVE MEDIA
OPTIMISATIONS**



SUMMARY

Facing a need to deliver personalised and optimised targeting across paid, owned, and earned channels, plus optimise media spend, the right Acxiom-led Customer Data Platform (CDP) solution transformed a leading, global automotive client's MarTech to provide an enhanced customer experience. As a result, this automotive leader can now deliver an automated, relevant, timely, and consistent customer experience at scale - from the moment the customer views the first ad to their visit to the dealership, and beyond.

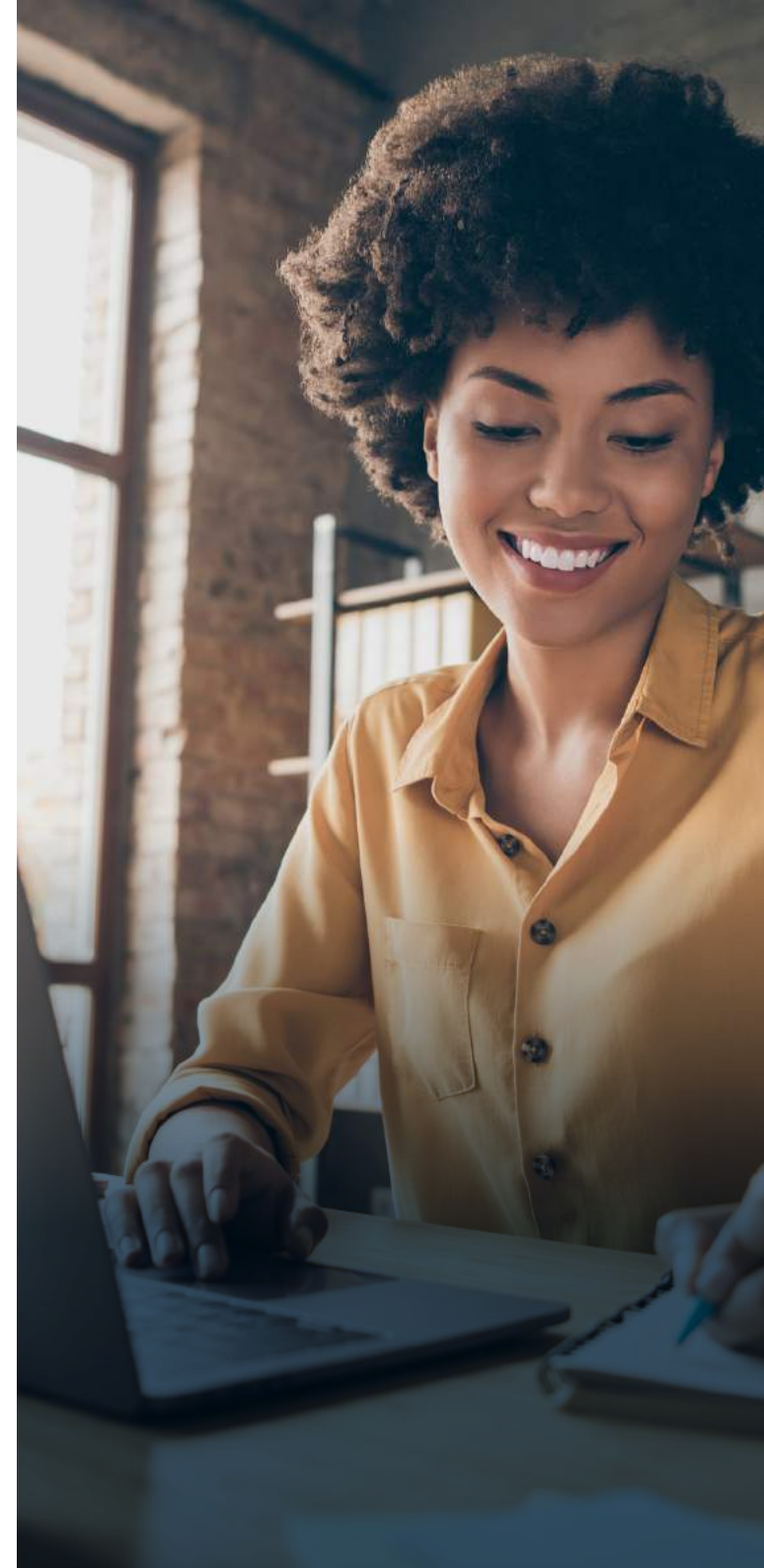
THE CHALLENGES

Wanting to optimise media targeting, but facing a lack of reporting clarity, this automotive leader needed to increase ownership of their internal MarTech, and ensure multiple agencies were brought into their customer engagement platform to deliver end-to-end personalisation to customers across 16 European markets.

RESPONSE

Using a combination of a Customer Data Platform from Treasure Data, and a Digital Experience Platform from Sitecore, the client drove media optimisations through an enhanced data layer. Acxiom facilitated both partner contracts for the client, simplifying the process and planning phases, and providing full contractual transparency. The client's core system stayed untouched, but by consolidating functionalities through a flexible model with Treasure Data, and making the data actionable with Sitecore, the organisation can now push personalisation to the wider space and treat data as an asset.

- ▶ Treasure Data is a leading global Enterprise Customer Data Platform, used for its strong data management and analytics capabilities, to provide an enterprise data layer for the client.
- ▶ Sitecore® Personalization was used for orchestration, decisioning, and personalisation within owned properties.





THE IMPACT

The organisation's new CDP solution provides a connected enterprise data layer from which the client can create consistent customer experience across all touchpoints, allowing teams to make data-driven decisions, optimise operations, and increase budget efficiency. In addition:

- ▶ The organisation can now better leverage first-party data to inform and optimise targeting for multi-channel media execution.
- ▶ A scalable programme template enables rollout to further regions.
- ▶ Data is now client-owned and actionable for learnings, innovations, and iterations.

MOVING FORWARD

With the help of Acxiom and other IPG agencies, this global automotive leader was able to connect the dots for their marketing teams, achieve data transparency, optimise media execution, and improve ROI and measurement. Looking forward:

- ▶ The client will continue to progress a common strategy across all European markets that deliver against KPIs and business imperatives.
- ▶ Acxiom will drive a process of continuous improvement and transformation, to support the organisation in becoming fully data-driven.
- ▶ This solution will enable continuous customer journey mapping, so the organisation can continue to evolve their media strategy.



020 7526 5265



ACXIOM.CO.UK



ukenquiries@acxiom.com

acxiom.

© 2021 Acxiom LLC. All rights reserved.

Acxiom and AbillTec are registered trademarks of Acxiom LLC.

All other trademarks and service marks mentioned herein are property of their respective owners.