



FIRST-PARTY
DATA IS THE
NEW NORMAL

ACX IOM



TREASURE
DATA

As third-party cookies deprecate, many brands are reassessing their customer data strategies and exploring the potential guard rails when processing personal information. Today, personal information and digital identifiers, often managed using cookies, form much of the underlying connection across the martech and adtech ecosystems. But this landscape is shifting rapidly – and consent isn't the only option.

TAKE BACK CONTROL WITH ACXIOM REAL IDENTITY™ & TREASURE DATA

B2C marketers have always had to navigate the ever-changing adtech and regulatory environment and this situation is no different. So, as they seek to cut through the complexities and continue to generate awareness and ultimately business, how can they evaluate the best place to invest their media budget? Without the right technologies that gather accurate customer data to identify both existing and potential new customers and to enrich this first-party data, it almost seems an impossible task. It's hard to imagine how marketers would have enough insights to know the best channels to utilise, how to promote, who to promote to, where to invest and ultimately calculate and deliver a robust ROI.

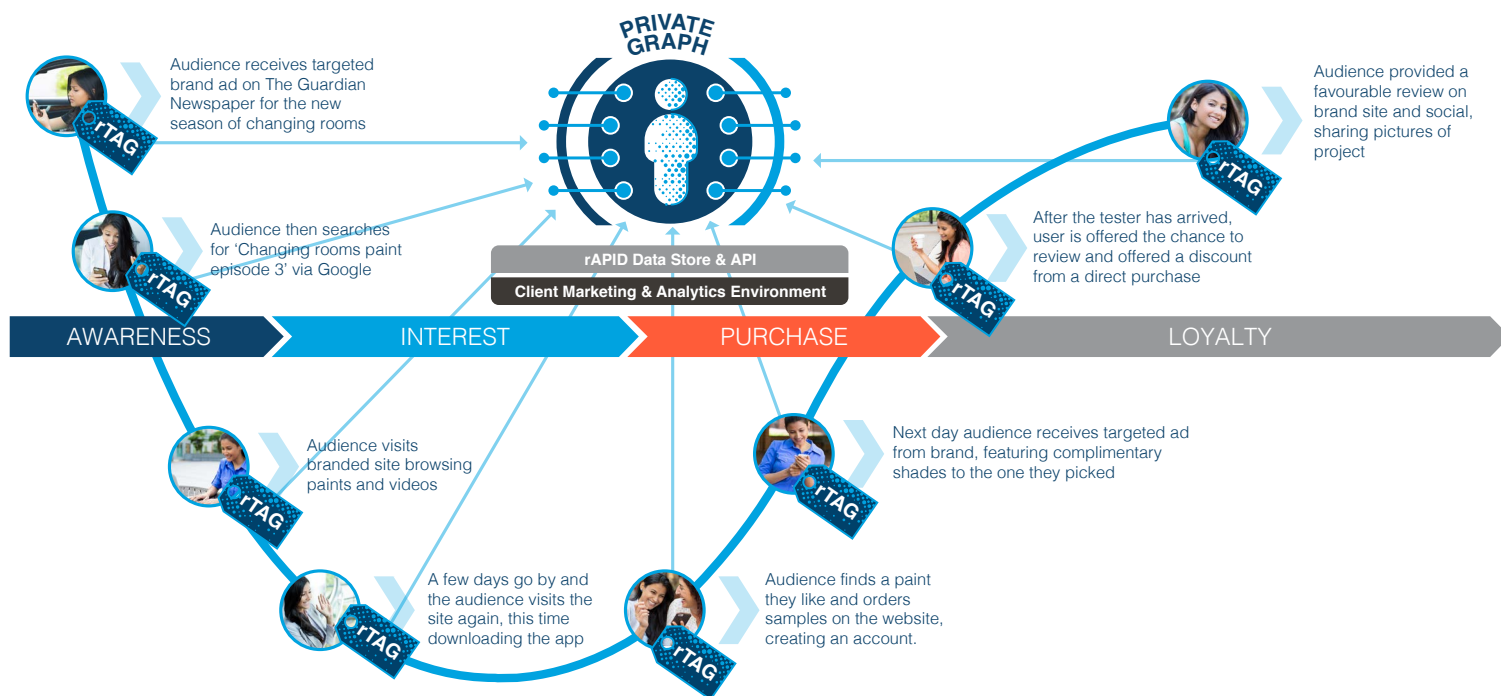
That's where Acxiom and Treasure Data come in. Combining Acxiom's extensive knowledge in privacy-compliant data and identity management, and the Treasure Data customer data platform (CDP), this integration takes B2C customer data to the next level, enabling brands to bridge the gap between paid and owned media for a full-funnel view in a cookie-less world.



UNDERSTAND YOUR CUSTOMER JOURNEY AND CREATE UNIQUE EXPERIENCES

The integration of Acxiom's revolutionary real-time technology – Real Identity™ – with Treasure Data augments data collection and identification via Acxiom's rTag, making it accessible everywhere and enabling marketers to build complete views of customer journeys across all marketing communications channels. Acxiom Real Identity™ helps establish the foundational data base needed to make accurate customer identity management decisions and create relevant and timely experiences throughout the customer journey.

THE PROSPECT TO CUSTOMER JOURNEY



OPTIMISED IDENTITY, OPTIMISED ACTIVATION

The Acxiom Real Identity™ and Treasure Data customer data platform integration enables brands to:

- ▶ Build a first-party reference graph that matches digital data to known customers in the CDP.
- ▶ Create a persistent ID that can be used in both offline and online channels, in addition to connecting to other data and identity spines.
- ▶ Use improved digital profile information for advanced analytics.
- ▶ Enrich customer personas with third-party data to drive customer insight.
- ▶ Access and activate individual customer information to power personalised marketing campaigns.
- ▶ Improve segmentation by enriching CDP customer profiles with Acxiom InfoBase.

INSTANTLY UNLOCK VALUE FROM YOUR CDP

Treasure Data's open-source Treasure Boxes are the industry's first CDP solutions library of prebuilt sets of code and applications customers can use to instantly unlock the value from their CDP. Treasure Boxes enables brands to:

BRING ALL CUSTOMER DATA INTO ONE PLACE



- Prepare and unify customer personas using Acxiom DS-API (real-time recognition via an API).
- Enhance customer profiles in real time with persistent identifiers and create a first-party known graph.

TRACK A CONSISTENT CUSTOMER IDENTITY



- Sync rGraph360 digital customer profiles with Treasure Data
- Synchronise Acxiom Real Identity™ and Treasure Data digital profiles – match and enhance customer information and use data insights in real-time applications such as an adtech bid.

DELIVER MEDIA INSIGHTS AND SUPPORT ROI CALCULATION



- rTAG (a first-party tag) brings owned and paid behaviour data into Treasure Data's CDP. Using bespoke customer settings to collect the most relevant information, the integration delivers the customer behaviour logs from the rAPID data repository to Treasure Data.

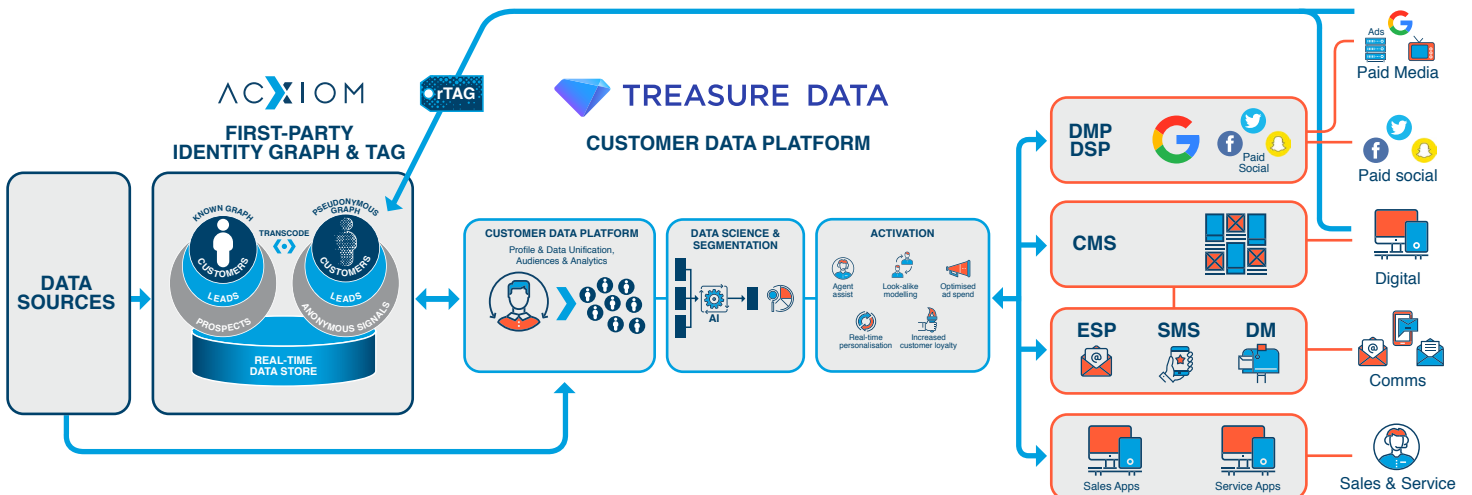
LEARN MORE ABOUT THEIR CUSTOMERS



- Enhance and extend customer profiles with lifestyle and geo-demographic insights from InfoBase using Acxiom DS-API.

FIND MORE CUSTOMERS

Access a rich people-based data asset to find more of the high value customers that drive your business and build look-alikes and high-value audiences within the tool to then activate out to your digital targeting platforms.



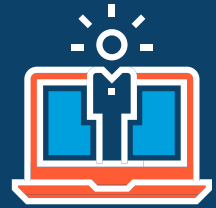
FOUR STEPS TO CUSTOMER EXPERIENCE BEYOND IMAGINATION

1

GATHER

Place First-Party Tag on Owned & Paid Media

- Tag your sites
- Tag your media



2

ACTIVATE

Take Action on what you “collected & connected”

- Start stitching together data & signals to build your Real Identity
- Media Exposure
- Site Visitors
- Cross Device stitching



3

UNIFY

Connect to your known Customer Data

- Connect online & offline Identity
- Connect into Analytic Environment
- Make your marketing ecosystem work better by integrating identity



4

RESULTS

Solve Your Use Cases

- Measurement
- Personalization
- Activation

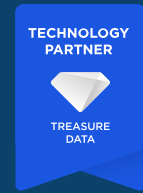
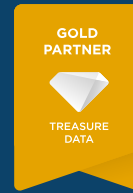


“First-party data is more accurate, provides better insights, and higher conversion rates and is a priority for marketing customer relationships.”

Source: Forbes.com, First-Party Data Will Reign Supreme For Marketers in 2021

WHY ACXIOM REAL IDENTITY™ AND TREASURE DATA IS RIGHT FOR YOU

Acxiom's enterprise-class capabilities and services help you significantly improve the performance and business outcomes of your CDP investments.



WE DO THIS IN 5 WAYS:

- ENTERPRISE CUSTOMER DATA MANAGEMENT** – Combine Acxiom's data management solutions with your CDP to connect all your customer and prospect data together in one place to fuel in-the-moment personalisation, critical historical insights, and forward-predictive capabilities.
- CUSTOMER MODELLING** – Create a customer portrait and refine targeting with look-a-like and response modelling, combining data from your CDP with other data assets like the demographics of customers who execute offline transactions.
- IMPROVED PERSONALISATION** – Tailor your personalisation strategy to pair your CDP with Acxiom's Real Identity™ solution, enhancement data, and robust customer data management capabilities to improve your personalisation accuracy, intelligence, and performance; capture all your CDP events and keep them as long as you like to create a comprehensive personalisation strategy centred around your customers' interactions - anytime, anywhere.
- IMPROVED IDENTITY ACCURACY AND REACH** – Extend your CDP's identity capabilities with both reach and accuracy by including your unique brand identity graph and referential identity for more accurate customer recognition, so you can optimise your customers' experiences with your brand.
- ADVANCED ANALYTICS** – Meet your unique, sophisticated analytics and measurement needs by combining your CDP data with all your first-, second- and third-party data assets for use by your in-house and/or Acxiom's data scientists, then deploy actionable insights and results into your CDP.

BETTER TOGETHER

