



ACXIOM UNIFIED DATA LAYER COLLABORATION SOLUTIONS:

# MAXIMIZE THE POWER OF YOUR DATA

## HOW COLLABORATION CAN WORK FOR YOU

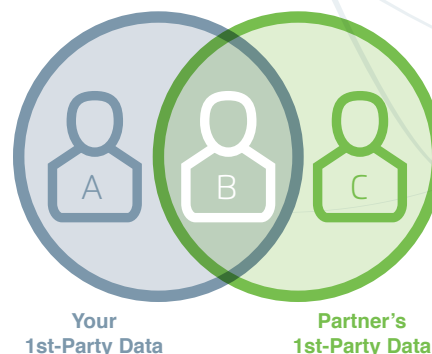
In today's customer-centric and data-reliant business landscape, marketers are being challenged to do more with less. Shrinking budgets and a tighter focus on ROI can mean sacrificing optimization tactics that can ultimately transform marketing strategies. Thinking beyond first-party data to second-party data allows brands to unlock the full potential of a wider variety of data assets to increase ROI and deliver incremental value through co-op campaigns, insights, reporting and more.

### ACXIOM'S COLLABORATION SOLUTIONS

Acxiom powers second-party data sharing that combines a brand's customer data with partner data, enabling a safe collaboration ecosystem where brands can share data with selected partners to create incremental value by combining data for co-marketing campaigns. Collaboration Solutions are built on the Unified Data Layer framework to take advantage of the speed, quality and scalability to deliver a solution that meets our client's unique needs.

Acxiom protects brands and consumers through comprehensive data governance controls for complete control of data permissions and building in ethical data use practices in the merging of data sources. We never release your customers' personally identifiable information to partners. We only allow partners to see the data that is agreed on between them.

Acxiom's Collaboration Solutions enable end-to-end marketing and other business use cases by safely sharing data between partners while protecting each party's unique data assets and intellectual property. Collaboration can be as simple as overlap analysis or enabling co-marketing campaigns, or it can be complex like partner data hubs or exchanges.



## WHY ACXIOM COLLABORATION SOLUTIONS?

Maximize the value of your data and drive successful comarketing with Acxiom's suite of second-party data collaboration solutions.

Acxiom's Collaboration Solutions allow you to:

### Expand co-marketing capabilities

- Build new audiences by leveraging combined data
- Enhance insights and reporting capabilities from shared data

### Create new revenue opportunities

- Generate new revenue through unique value-adds like vendor accessible reporting or custom audiences for online/offline activation

### Optimize internal processes

- Further optimize internal processes (such as merchandising) by sharing data with partners/vendors

### Improve customer insights and analytics

- Use second-party data to greatly improve customer insights, enhance analytics for marketing and other business use cases

## WHAT CAN YOU DO WITH ACXIOM COLLABORATION SOLUTIONS?

There are a multitude of use cases you can drive with Acxiom's Collaboration Solutions. Most of these provide unique business outcomes that can't be realized with first- or third-party data alone but require ethical second-party data exchange managed by a trusted neutral solution provider like Acxiom.

### EXAMPLE ACXIOM COLLABORATION SOLUTION USE CASES INCLUDE BUT AREN'T LIMITED TO:

#### Overlap Analysis

An auto manufacturer wants to monetize data with electronics retailer by analyzing overlapping customers



#### Loyalty Member Co-Marketing

Hotel and airline partners collaborate to identify and target key loyalty segments



#### White Space Opportunity

Auto insurance and auto OEMs share data to optimize prospecting



#### Co-Marketing

A hospitality firm partners with a clothing retailer to target travelers with targeted pre-trip clothing offers



#### Verification

Hotel rewards data shared with credit card issuers to avoid loyalty double pay



#### Verification

A credit card issuer provides information about loyalty card holders to allow a hotel partner to avoid double paying loyalty awards



#### Supplier Marketing Services

A retailer offers suppliers the ability to target key audiences based on in-store behavior and transaction history



#### Merger and Acquisition Assessment

A financial services firm conducts customer overlap across potential M&A targets



#### Co-Marketing Measurement

A consumer electronics vendor and retailer collaborate to measure ROI on joint promotion





## WHAT'S IN ACXIOM'S COLLABORATION SOLUTIONS?

Acxiom Collaboration Solutions are configured to desired business outcomes, so they are composed of selections from the following components and services to create a solution that is right for you:

### Collaboration Workshop

- Business readiness evaluation
- Gap analysis
- Tactical roadmap
- Future state opportunities and aspirations

### Data Assessment

- Exploratory analysis
- Data readiness assessment
- Audience roadmap and use cases
- Go-forward plan including a project plan and workflow

### Privacy Assessment

- Data collection/sourcing methods and client's compliance with state and federal laws and regulations
- Data origin
- Data layout and health including hygiene methods
- Contractual limitations between client and data sources
- Contractual limitations between client and consumers
- Customer choice methods including opt-in/opt-out
- Consumer notice of use of data (including use by third parties)
- Compliance with CCPA
- Compliance with GDPR
- Government Inquiries

### Processing and Overlap Analysis

- Ingest and process data
- Match data sets
- Overlap analysis reports and insights

### Audience Creation

- Define set of audiences for activation and targeting use cases including simple segmentation across shared data, look-a-like models, extension models

### Distribution

- Audience distribution to hundreds of publishers and platforms

### Measurement

- Closed-loop measurement of audience-targeted campaigns
- Incremental lift measurement

### Analytics

- Custom analytics for marketing and other business use cases, both internal and external

These solutions provide a fully managed environment that includes the ethical management of data from all parties and the assurance of proper data governance and permissions.

Acxiom collaboration solutions give you the power to maximize the value of your and your partners' data to unlock new opportunities for personalized engagement. Navigating this space can be challenging. With Acxiom's expertise in data governance, privacy and security, we can build a custom solution that fits your business strategy and objectives.

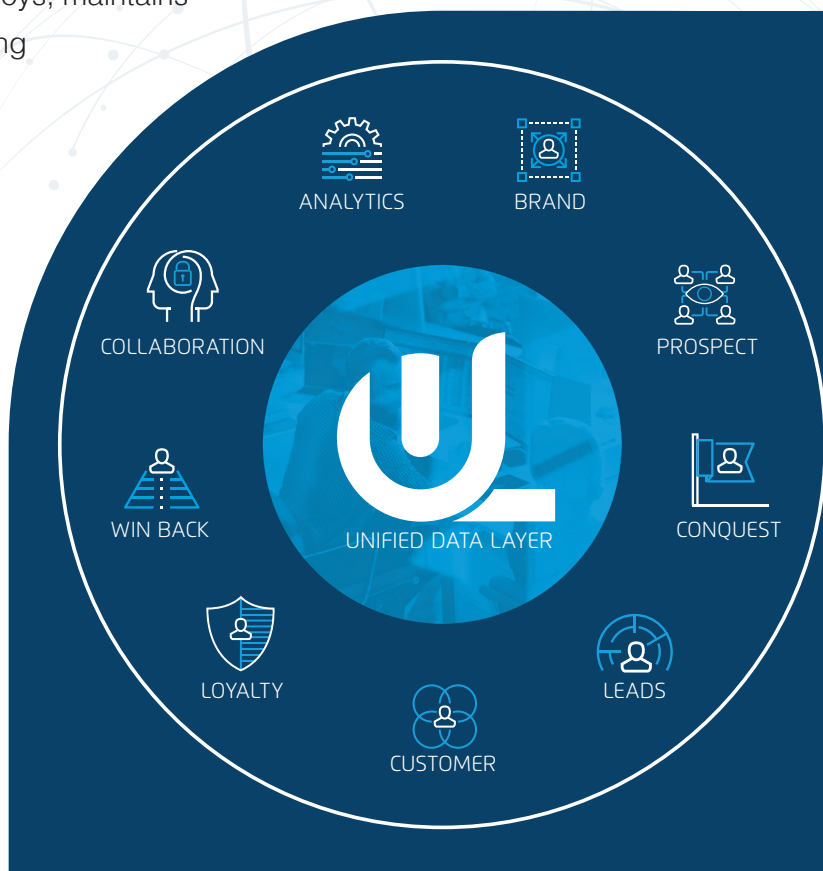


# ACXIOM'S UNIFIED DATA LAYER FRAMEWORK CONNECTS MARTECH AND ADTECH AT THE DATA LAYER

EXPAND AND ENHANCE YOUR PEOPLE-BASED MARKETING CAPABILITIES ACROSS THE CUSTOMER LIFECYCLE

Acxiom helps marketers enable great customer experiences by turning the chaos of marketing data and related technologies - databases, data lakes, DMPs and CDPs- into a streamlined unified data layer with a complete omnichannel view of the customer to power key marketing applications and solutions across the customer lifecycle. Acxiom builds, deploys, maintains and services your unified data layer enabling meaningful people-based engagements.

Designed for today's omnichannel environment, Acxiom's Unified Data Layer (UDL) is an open, flexible 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 use cases related to how you acquire, engage, and retain customers, and how you perform analytics and closed-loop, incremental omnichannel marketing measurement.



ACXIOM'S UNIFIED DATA  
LAYER SOLUTION SUITE

To find out more, please email [info@acxiom.com](mailto:info@acxiom.com).

**acxiom**