

Connecting the Customer Journey for Better Marketing Performance

Challenge

The efficacy of collecting paid media impressions via cookies has declined over time, impacting the ability to accurately measure effectiveness. As a customer-centric company, the financial services organization must connect individual-level data across website visitors, conversions, paid media, direct mail, and other channels to understand attribution

Solution

Acxiom implemented Real Identity's first-party tag solution across owned and paid media to replace media impressions from traditional ad serving logs. This approach:

- Provided brand-owned data capture across paid and owned media
- Captured real-time data, reducing insight latency
- Increased match rates and captured more data across all browsers
- Improved attribution and measurement

Results

- Improves multi-touch attribution (MTA) results – with more visibility, more matches, and better underlying data
- Decreases time to usable insights through near real-time data collection
- Serves as a long-term replacement for attribution and campaign measurement
- Collects more data across all browsers, including Safari and Firefox

4x

Connect more
ad impressions
to customers
and conversions



REAL IDENTITY

Bottom Line Impact

Improved customer
journey visibility

Maximized attribution

Improved cost
per conversion

ACXIOM

Case Study

Identity • Financial Services