



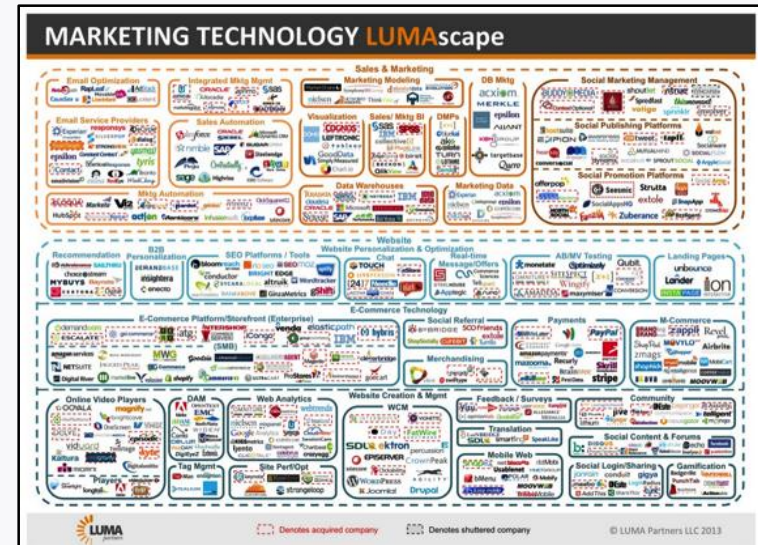
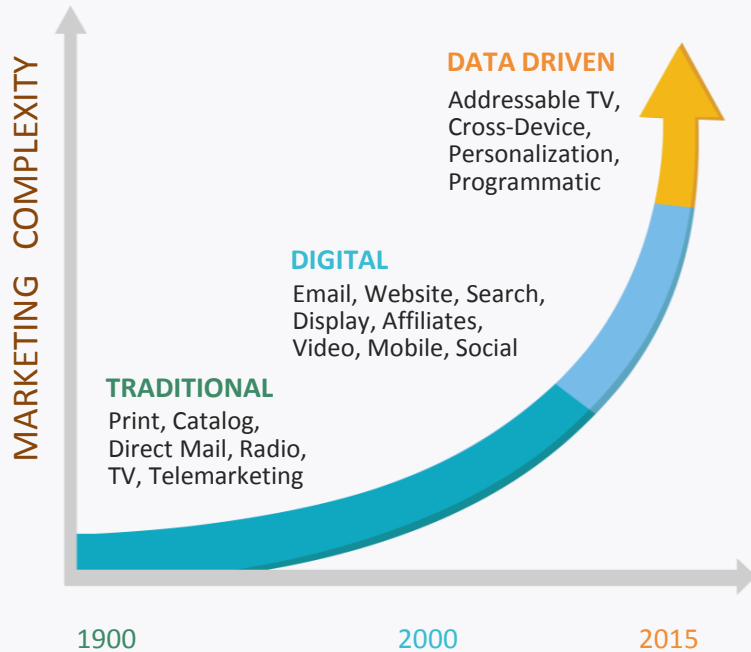
Data Connectivity: The Business Transformer



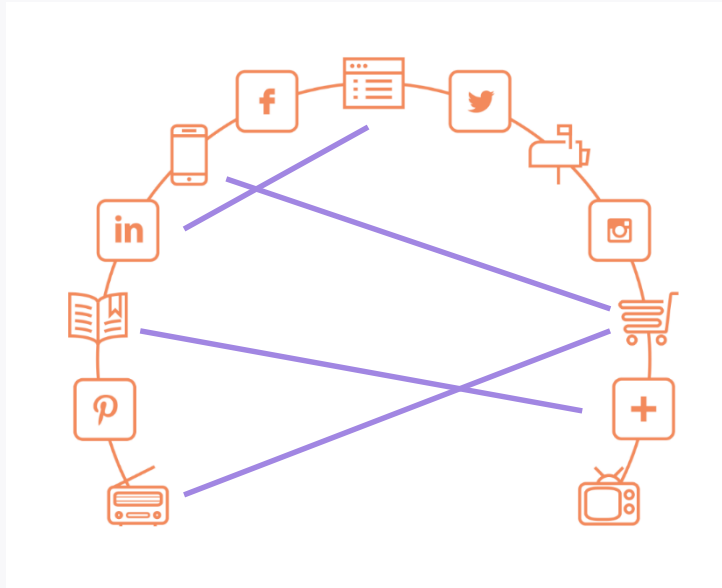
Acxiom Corporation
Ken Liu – GM, Connectivity BU, Asia



Data Explosion...More Data Silos...



Customer Experiences Becoming More Diversified

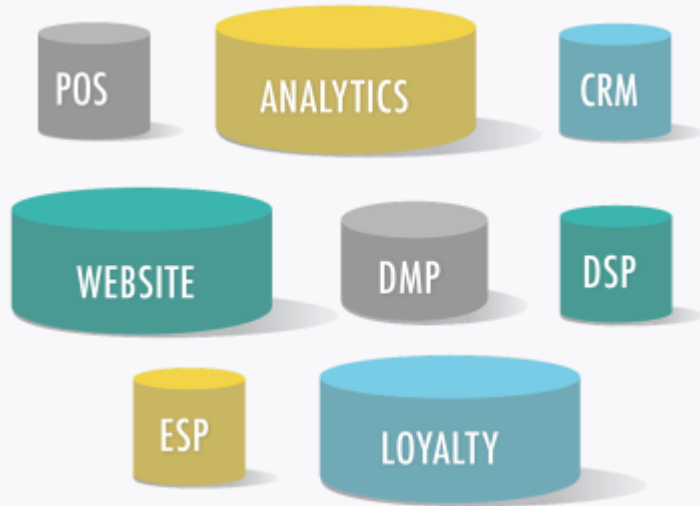


Today's customer journey involves many channels

But each channel has its own data and metrics

Fragmented Data = Missed Opportunities

SILOS OF CUSTOMER DATA



INEFFICIENT MARKETING



WRONG MESSAGE

WRONG CHANNEL

WRONG TIME

Through DATA, advertisers are able to dramatically improve marketing efficiency

Online/Offline Measurement

10% Lift
71% Cardholder Appr. Rate
(Bank)

Identified **double-digit**
redirect in spend
(Insurance)

Insights in
days vs. weeks
(Retailer)

Acquisition

Response rates **+64%**
Close rate **+26%**
(Brokerage)

Response rates **+136%**
CPA **58%** < forecast
(Health insurance)

150-250%
ROI
(Retailer)

Customer Experience

Sales volume per guest up
nearly **50%**
(Hospitality)

6X average
Campaign buy rate
(Automotive)

25%
increase in response rates
(Health)





SONY



Enter your **Apple ID** and password

[Forgot your Apple ID or
Password?](#)

[Sign In](#)



TALKINGDATA GLOBAL MOBILE
DATA SUMMIT



iTunes.

Home to everything that entertains you.

iTunes is the best way to organize and enjoy the music, movies, and TV shows you already have — and shop for the ones you want to get. You can even listen to free streaming radio stations with iTunes Radio. iTunes works on Mac, PC, iPad, iPhone, iPod touch, and Apple TV.



If there is one thing you use, use your own data...

Best Uses of First-, Second-* and Third-Party Data According to Senior-Level Marketers in North America, June 2015

% of respondents

Greatest insight into customers



Easiest financial justification for use



Highest increase to customer lifetime value



Highest lift among data sources



■ First-party data ■ Second-party data* ■ Third-party data

Source: Econsultancy, 'The Promise of First-Party Data' in association with Signal, June, 2015

To magnify the power of your own data,
you need the capability to **connect** them to
other relevant data & **activate** their usage.

Marketing In Internet of Things (IoT) Era

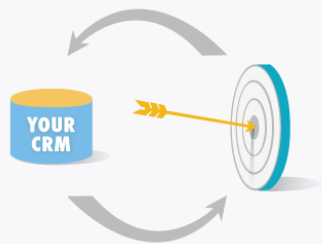


“30% increase YOY from 2014 to 2015 with 4.9 billion **connected** things being used.

This is estimated to grow to 25 billion by 2020.”

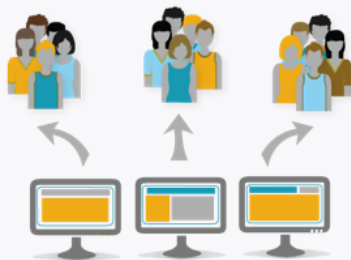
What are key business problems for advertisers?

Targeting



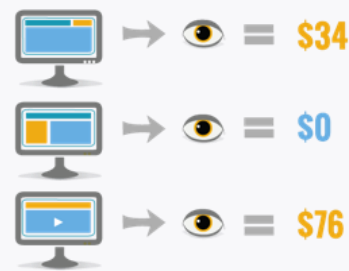
How can I identify & reach my TA across digital channels?

Personalization



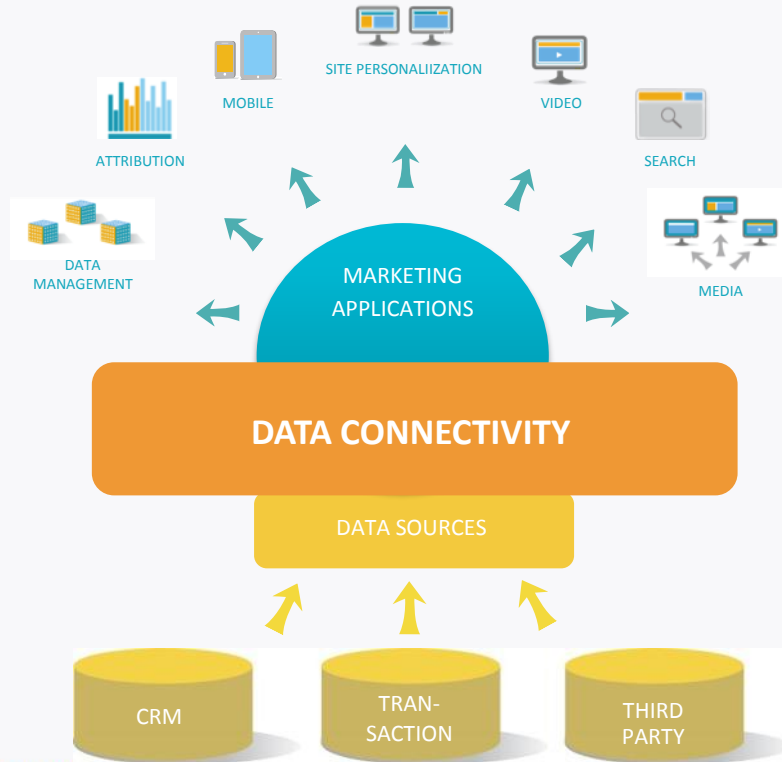
How can I deliver personalized content for defined TA segments?

Measurement



How can I measure sales impact of digital campaign?

Data Connectivity is the Business Transformer !



- Efficient
- Accurate
- Scalable
- Security & privacy compliant

Case Study

A SALES-DRIVEN APPROACH BY CONNECTING RETAIL DATA

A Win-win Collaboration Strategy



An International Cosmetics Brand

Drive In-store Sales by...

- Existing member retargeting
- New customer acquisition

Wangfujing Department Store

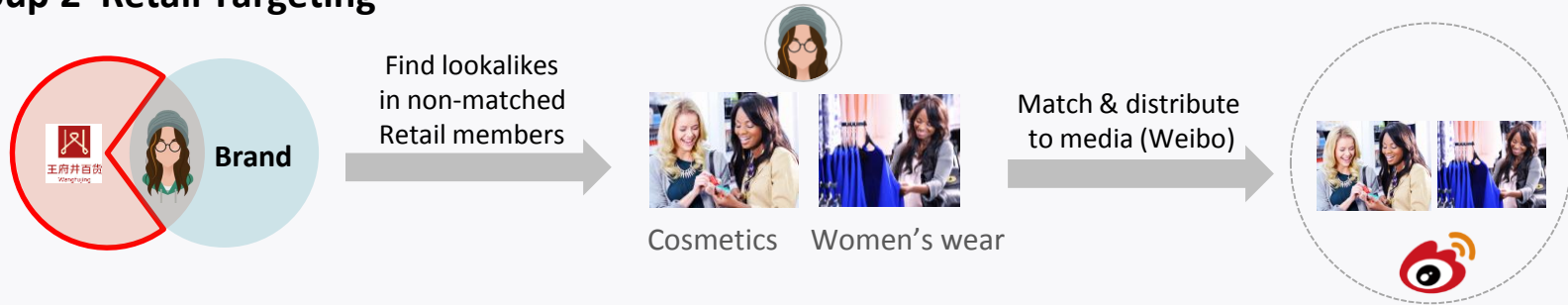
- Retain existing customers /cross-sell opportunity
- Drive multi-channel customer engagement

Identify Target Audience via Connecting Data

Group 1 CRM Retargeting



Group 2 Retail Targeting



Reach TA Groups on Media and Call to Actions

1. Reach TA on Weibo with targeted post



2. Drive traffic to campaign site for further engagement



3. Register / login
→ PII collected



5. Sales converted at WFJ counter



4. Trigger SMS offer
→ Drive sales to WFJ



Measure the Success

	Group 1 CRM Retargeting Group	Group 2 Retail Targeting Group
Purchase%	9.52% (Benchmark: 2.19%)	0.67%
Cost per Acquisition	N/A	36 (Benchmark: 55)

Start Planning Your Connection

Thank You.

Ken.Liu@acxiom.com