

# ActionIQ Integrations

Seamlessly connect your customer experience stack

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# Introduction

## Prioritizing Seamless Integrations For Ongoing Growth

In a growing digital landscape, seamless integrations have become vital for businesses aiming to deliver exceptional customer experiences (CX). The ability to connect and harmonize various systems and tools within the customer experience stack is crucial to unlock valuable insights, streamline workflows and foster collaboration across teams.

However, many organizations encounter significant challenges when integrating their CX stack. Data silos, fragmented systems and incompatible technologies create barriers that hinder the flow of data and limit the ability to gain a holistic view of customers. Additionally, complex integration processes can be time-consuming, resource-intensive and disruptive to business operations.

## Maximize the Value of Your CX Stack With ActionIQ

This is where ActionIQ steps in. With a centralized system for managing customer experiences, your entire organization can operate with greater focus and agility to deploy ever-improving customer experiences. What's more, ActionIQ CX Hub is designed to work alongside your existing technology, ensuring rapid implementation with minimal disruption. It also serves as a robust foundation for ongoing growth as your organization transforms, evolves and scales to become truly customer-centric.

ActionIQ seamlessly integrates customer data across your entire CX stack to help you:



### Reduce Operational Costs

Free up IT resources required for creating and maintaining integrations.



### Increase Efficiency

Automate data transits between existing tools and channels at scale.



### Improve Performance

Eliminate frictions for business users and optimize the front-end customer experience.

**“Even for an enterprise that leans (only) on a website, email, SMS, and a call center for non-marketing and marketing service, the effort level required to connect and automate the ‘plumbing’ isn’t immaterial. Enterprises need a clear vision and practical understanding of future marketing practices, enabled by master data, consent, collaboration, and self-serve activation made possible by seamless integrations between systems.”**

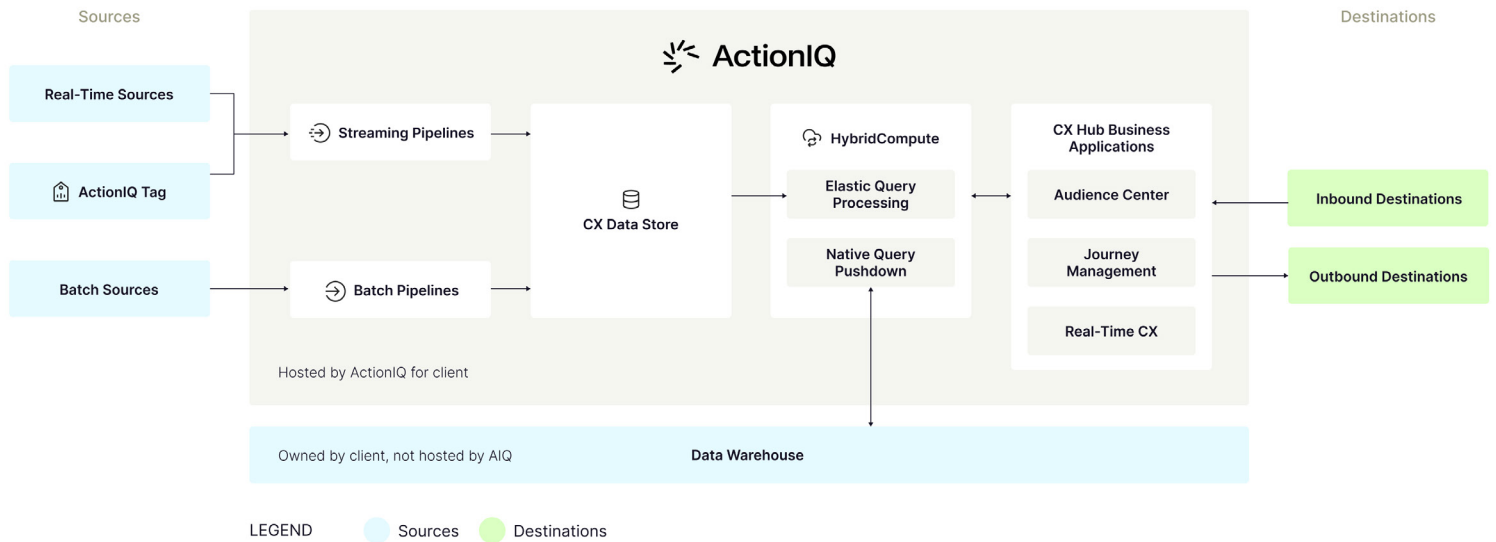


**Eric Scheck**

Senior Principal, XIT- Experience, Transformation and Innovation

**Infosys**

## How It Works



# 1+ Trillion

Experiences activated per year  
by a single ActionIQ client

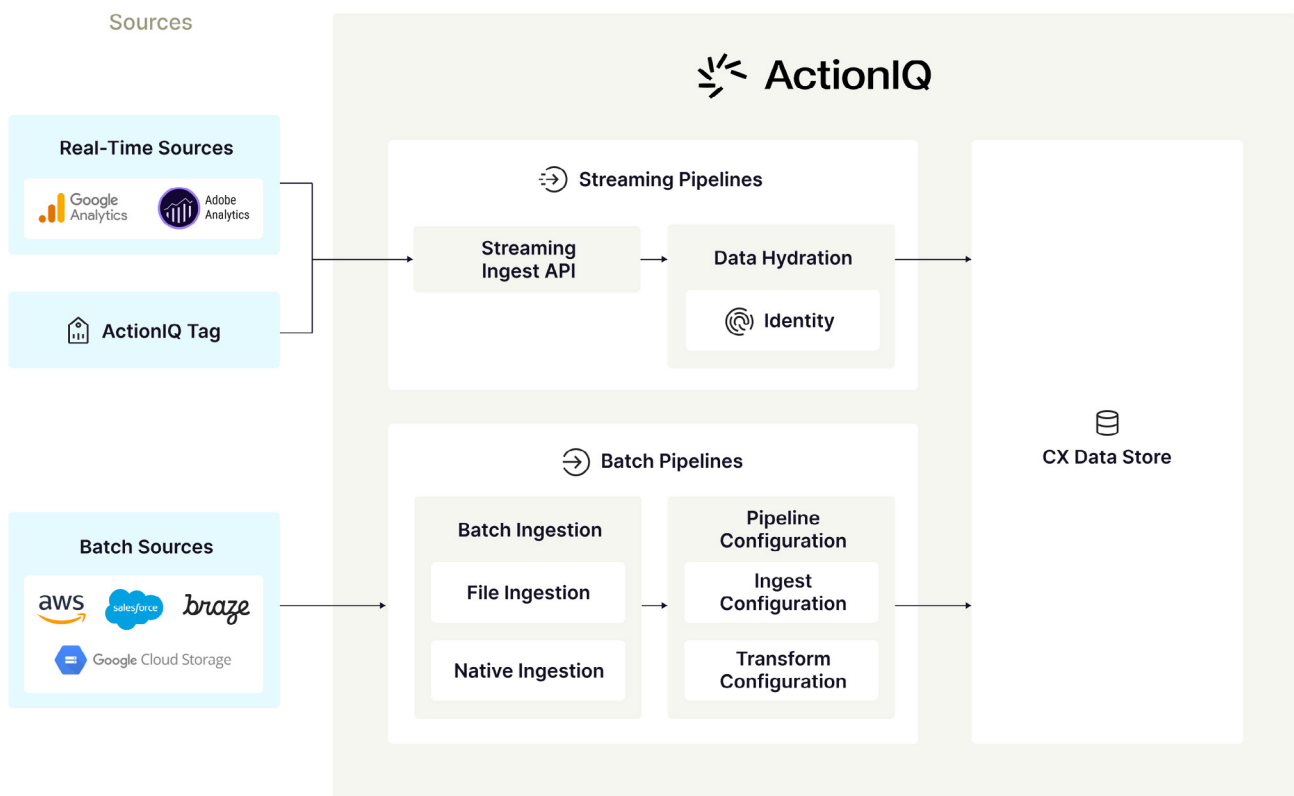
# Sources

ActionIQ seamlessly connects to your preferred source systems, offering flexible integration options — whether it's efficiently moving data from multiple sources into ActionIQ using robust data pipelines, or leveraging HybridCompute to directly pushdown queries to your existing data infrastructure, enabling a zero-copy architecture. Select the integration approach that best aligns with your architecture of choice to optimize data utilization and unlock valuable insights.

## 1 Data Pipelines

ActionIQ's batch and real-time data pipelines are designed with flexibility in mind, supporting all sources, formats, and ingestion frequencies. Clients can ingest data as is, without being forced into any particular format or schema.

### How It Works



## Ingest Pipelines Mechanism

ActionIQ supports the following types of ingest mechanisms for batch and real-time data pipelines, respectively:

MECHANISM		DESCRIPTION
Batch	File	Push transfer via SFTP, S3 and GCS.
	API	Pull-based custom integration directly to source systems, including clickstream providers, ESPs, CRMs systems and more.
Real-Time	ActionIQ Tag	Natively integrated using ActionIQ SDK on your website and mobile application.
	Streaming API	Enabled push-based streaming ingestion directly from source systems.

## Configuration

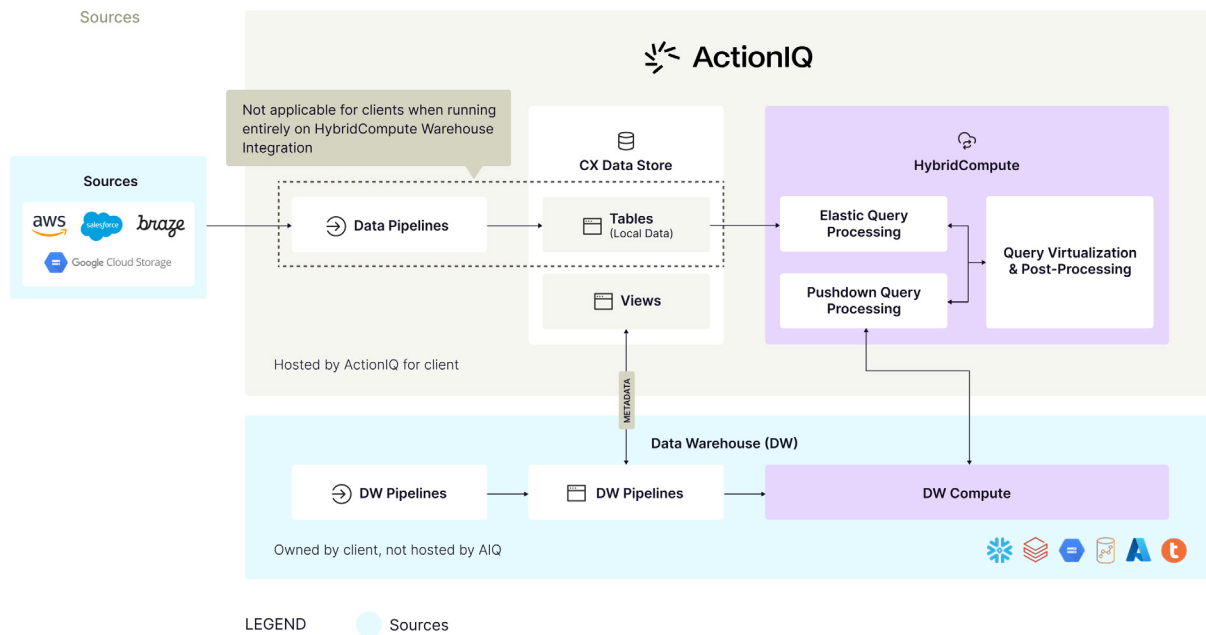
Ingestion details can be tailored for each data source and data set. Configuration includes the following options and more:

- **Frequency.** Streaming ingestion, hourly, daily, etc.
- **Topology.** Full replace, delta, incremental, hybrid.
- **Encryption.** GPG/PGP.
- **Compression.** gz, zip.
- **Sentinel file** to signal the ActionIQ polling agent that data is ready to be ingested.

## 2 Native Query Push-Down (HybridCompute)

ActionIQ provides a composable CDP deployment that combines the best of what CDPs can offer while maximizing existing workflows and architectural investments. [HybridCompute](#), ActionIQ's native reverse ETL technology, enables a zero-copy architecture, eliminating the need for local storage of data copies. Leveraging HybridCompute's native integration with your preferred data warehouse, ActionIQ empowers teams with unlimited scalability for customer operations and complete control over where data lives and is queried.

### How It Works



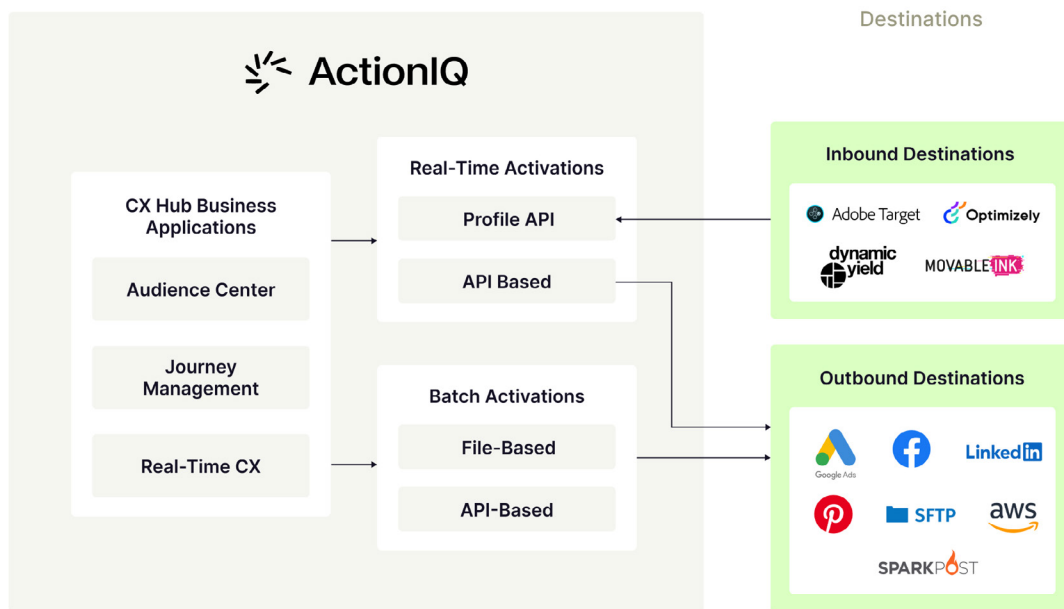
### Native Query Pushdown Mechanism And Configuration via HybridCompute

<b>Connection Set up</b>	<ul style="list-style-type: none"> <li>Use ActionIQ's self-service interface to enter warehouse account credentials and allow ActionIQ to discover governed and controlled data.</li> <li>No data is copied into ActionIQ, only metadata allowing query generation.</li> </ul>
<b>SQL Generation</b>	<ul style="list-style-type: none"> <li>A business user can take a multitude of actions via ActionIQ's UI: generate insights on customer data, build an audience of customers, activate records to another system, etc.</li> <li>Whichever action is taken, the connected app will translate the request into a SQL query to be executed in the warehouse.</li> </ul>
<b>Query Pushdown</b>	<ul style="list-style-type: none"> <li>HybridCompute's native integration with the warehouse will pushdown the generated query. That query is executed in the warehouse and only the result is returned to the application.</li> <li>The resulting data won't be stored by ActionIQ longer than required by the user action and use case.</li> </ul>

# Destinations

ActionIQ seamlessly integrates with a wide range of downstream systems, enhancing both inbound and outbound customer experiences. With versatile activation mechanisms that include both pull-based and push-based approaches, ActionIQ streamlines the smooth and scalable transit of data to destination systems, ensuring consistent and personalized customer experiences across all channels.

## How It Works



## 1 Activate to outbound channels

ActionIQ provides custom integrations with various outbound channels, including email, SMS, push notifications, paid media advertisers, direct mail providers, analytics and business intelligence tools and more.

### Outbound Activation Mechanism

Data can be activated to the outbound channels in batch or real-time via the following **push-based** mechanisms:

MECHANISM	DESCRIPTION
File	Generate a data file, formatted to the target system's requirements, and push it to an accessible location for the downstream system to ingest (e.g. SFTP, S3).
API	Push-based custom integration directly with the API of the downstream system, such as ESPs, ecommerce, paid media channels and more.



Configuration

Along with customer identifiers, select attributes to personalize the customer experience, or identify this experience in future reporting analysis. Light transformation specific to the downstream systems can be designed at this stage. Once the configuration is completed, ActionIQ packages all the data and activates to the designated destination automatically according to the defined schedule.

2 Activate to inbound channels

In addition to outbound channels, ActionIQ supports inbound channels such as websites or call centers by partnering with personalization engines.

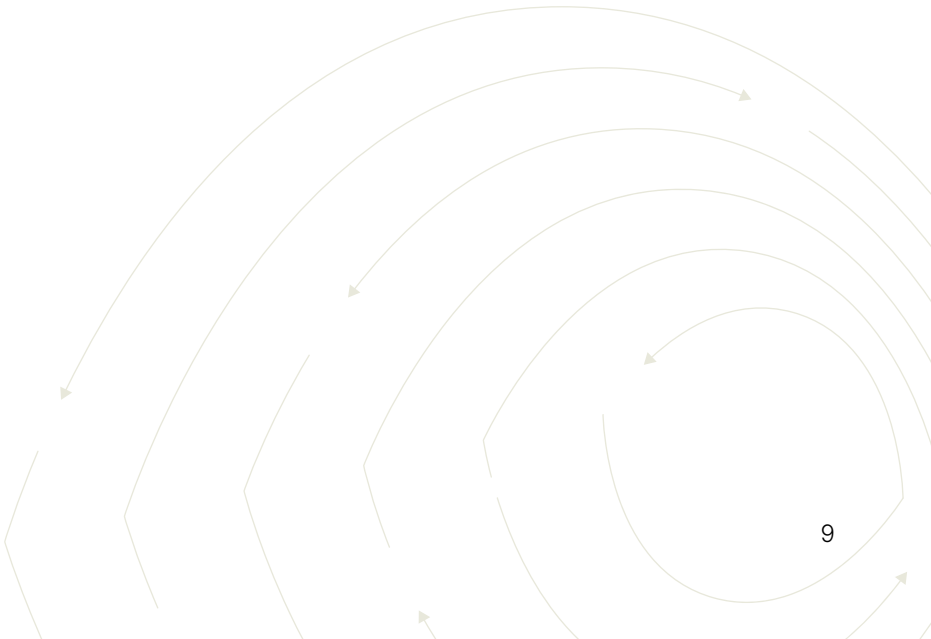
Inbound Activation Mechanism

Data can be activated to the inbound channels in real time via the ActionIQ Profile API.

MECHANISM	DESCRIPTION
Profile API	<p>Pull-based API provided by ActionIQ that enables downstream systems to retrieve data from ActionIQ on demand and in real time for inbound personalization.</p> <p>By submitting a request message containing one of up to three customer identifiers, recipient systems can access the complete customer 360 profile built in ActionIQ, including both attributes and audience membership, in milliseconds.</p>

Configuration

ActionIQ offers comprehensive step-by-step [guides](#) for third-party vendor tools and platforms to leverage when integrating with the ActionIQ Profile API. Personalization engines such as Adobe Target and Moveable Ink have already integrated with the ActionIQ Profile API, assisting clients with real-time personalization use cases.



# ActionIQ Integrations FAQs

## How does ActionIQ integrate with in-house systems?

ActionIQ's standard capabilities include the ability to integrate with your existing systems, whether homegrown or procured from a vendor.

For data ingestion, the following integrations mechanisms are typical:

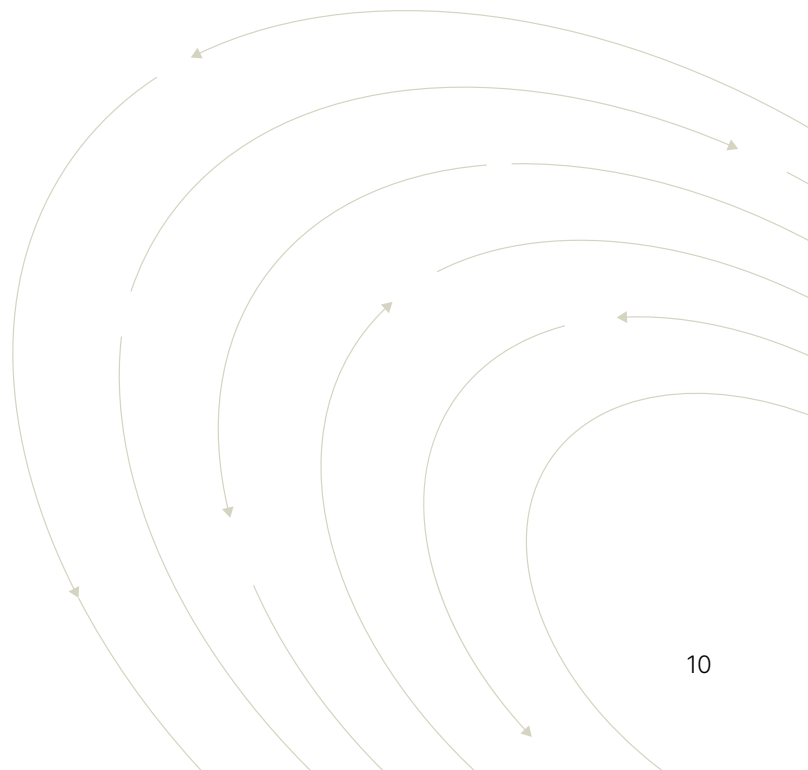
- **File-based integration.** Your in-house system generates files and drops them into a storage repository. ActionIQ picks up files from the repository.
- **API-based integration.** Your in-house system pushes data to ActionIQ's real-time REST API endpoint.

For activation, the typical approach is:

- **File-based integration.** ActionIQ pushes files to a storage repository accessible by your in-house system.

## May I request ActionIQ to build new integrations?

Yes. ActionIQ places a strong weighting on client requests while planning and prioritizing the development of new integrations.



# ActionIQ

## Integrations Catalog



LIVE
























CONFIGURABLE

- 12 Data Sources
- 13 Advertising
- 15 Engagement
- 19 Sales & Services
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- 23 Planning
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## INTEGRATION CATEGORY

# Data Sources

SUBCATEGORY	SYSTEM				
Tag Management	 ActionIQ Tag	 Adobe Analytics	 Adobe Experience Cloud Triggers	 Google Analytics	 Tealium
	 Segment	 Adobe Launch			
Data Storage	 Amazon S3	 Google Cloud Storage	 SFTP	 Azure Blob Storage	
Data Lake, Data Warehouse, Database	 Snowflake	 Databricks	 Amazon Redshift	 Google BigQuery	 Teradata
	 Microsoft SQL Server	 JDBC	 MySQL	 PostgreSQL	 MongoDB

 **LIVE** Integrations that are in production with existing ActionIQ clients.




































 **CONFIGURABLE** Integrations requiring additional configuration to deploy and customize to customers' specific workflow. Contact ActionIQ for more information.

## INTEGRATION CATEGORY

## Advertising

## SUBCATEGORY

## SYSTEM













AdTech, Identity and Data Vendors					
	Google Ads	Google Ad Manager	Google Campaign Manager	Facebook	Facebook Conversions API
					
	Instagram	LiveRamp	Criteo	Snapchat	Snapchat Conversions API
					
	Tik Tok	Twitter	Pinterest	Pinterest Conversions API	Beeswax
					
	Moloco	Digital Turbine	InMobi	Lifoff	Remerge
					
	Rokt	Newsbreak	Neustar	Anchor	The Trade Desk
					
	Spamhaus	Adroll	Bing Ads	Blueshift	Clearbit
					
	Clubhouse	Datanyze	Dotdigital	FreeWheel Financial	FullContact


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## INTEGRATION CATEGORY




































# Advertising Cont.


SUBCATEGORY	SYSTEM				
AdTech, Identity and Data Vendors					
	Skai	LinkedIn	LinkedIn Conversions API	LiveIntent	Mattermark
					
	Simpli.fi	Verve	Adobe Advertising Cloud	Amazon Ads	Yahoo DSP
					
	Reddit	Reddit Conversions API			

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# INTEGRATION CATEGORY Engagement


SUBCATEGORY	SYSTEM				
Marketing Automation					
	Adobe Campaign	Oracle Responsys	Sales Marketing Cloud (SFMC) / ExactTarget	Acoustic Campaign	Act On
					
	Airship	Braze	ConvertKit	Customer.io	Demandbase
					
	EasyPromos	Emarsys	GetResponse	GoSquare	Hatchback
					
	Ontraport	Omnisend	Opal	Remarkety	ReSci Retention Science
					
	Sendinblue	Sendoso	Sugar Market	Xpressdocs	Iterable
Email					
	Adobe Marketo Engage	Oracle Eloqua	Salesforce Pardot	CheetahMail	Listrak
					
	Twilio SendGrid	SparkPost	SailThru	YesMail	Klaviyo

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# INTEGRATION CATEGORY Engagement Cont.





























SUBCATEGORY	SYSTEM				
Email					
	ActiveCampaign	Autopilot	AWeber	Benchmark	Campaign Monitor
					
	Campaign Monitor Commerce	Campaigner	CleverReach	Drip	Hunter
					
	iContact	Kickbox	Lemlist	Mad Mimi	Mailchimp
SMS					
	MailerLite	Mailjet	PersistIQ	Rare.io	Rejoiner
					
	Sendlane	SendPulse	SmarterMail	Vertical Response	WhatCounts
					
	EMMA				
SMS					
	Vibes	Attentive Mobile	MessageBird	Nexmo	Postscript


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# INTEGRATION CATEGORY Engagement Cont.












SUBCATEGORY	SYSTEM				
	 Twilio	 Engage+			
Direct Mail	 Allant	 Arandell	 Baesman	 Lob	 LS Direct
	 MasterPiece Printers	 Alorica			
Web & Mobile Personalization	 Adobe Target	 Dynamic Yield	 Instapage Trigger	 Piano	 Optimizely
	 Unbounce	 Zephr	 Moveable Ink	 Ninetailed	
Customer Success & Support	 AdmitHub	 Conversica	 Drift	 Freshdesk	 Gainsight
	 Help Scout	 Intercom	 LivePerson	 Skilljar Trigger	 Sparkcentral Trigger


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## INTEGRATION CATEGORY

# Engagement Cont.

































SUBCATEGORY	SYSTEM				
Customer Success & Support	 Totango	 Zendesk	 Zoho Desk		
Event Management	 Bevy	 Bizzabo	 Cvent	 RegOnline	 Eventbrite
	 EventGeek	 Splash	 Swoogo		


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## INTEGRATION CATEGORY



































# Sales & Services

SUBCATEGORY	SYSTEM				
Ecommerce	 KWI	 Salesforce Commerce Cloud	 ShopRunner	 Amazon Marketplace	 AppDirect
	 BigCommerce	 ChannelAdvisor	 Kibo	 Adobe Commerce (Magento)	 ShipStation
	 Shopify	 Yotpo			
CRM	 Salesforce Sales Cloud	 Agile CRM	 AspireIQ	 Base	 Boostr
	 Capsule	 ConnectWise	 Cooper	 DealCloud	 Dynamo
	 Fastpath	 Freshsales	 Freshworks CRM	 Hubspot	 Keep (Formerly Infusionsoft)
	 Insightly	 Microsoft Dynamics	 Microsoft Dynamics GP	 Mindbody	 Pipedrive

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## INTEGRATION CATEGORY Sales & Services Cont.


SUBCATEGORY	SYSTEM				
CRM					
	Pipeline	Pipeliner	Pipeliner CRM Cloud	Prosper Works	SAP
					
	ServiceNow	Streak	SugarCRM	Veeva	Virtuous CRM
					
	Wicket	Zaius	Zendesk Sell	Zendesk Sunshine	Zoho
Contact Management					
	Affinity	ClickUp	Close	CloudFront	Constant Contact
					
	Cue	Ellucian Ethos	Google Contacts	Grafana	Kanban Tool
					
	LeafLink	Lodash	LogicMonitor	STAT	Strava
					
	SureFire	Talkdesk	WorkflowMax	Zoho Creator	

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## INTEGRATION CATEGORY Sales & Services Cont.




























SUBCATEGORY	SYSTEM				
Clienteling / POS	 Tulip				
Call Center	 Aircall	 RingCentral			
Payment / Subscription Management	 Braintree Trigger	 Chargeback	 Chargebee	 Chargify	 ChartMogul
	 PayPal	 Recurly	 Rev.io	 Square	 Stripe
	 Parakeet (Formely Zelo Play)				

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## INTEGRATION CATEGORY

## Analytics













SUBCATEGORY	SYSTEM				
Reporting - BI					
	Domo	Tableau	Looker	Mode	Power BI
Digital & Data Analytics					
	Amplitude	FirstRain	Fulcrum	Fullstory	Keatext
					
	MetaCX	Mixpanel	Mixpanel Trigger		
Attribution					
	Branch	Kochava			
Modeling, Data Science					
	APT	Alteryx			
Surveys					
	Formstack	Jotform	Pendo	Promoter.io	Qualtrics
					
	Survey Monkey	SurveySparrow	Typeform	UserVoice	Wufoo

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## INTEGRATION CATEGORY


# Planning

SUBCATEGORY	SYSTEM				
Content Management					
	Adobe Experience Manager	Asset Bank	Bynder	Kapost	News API
					
	NewsCred	Scoop	SearchBlox	Sitecore	Uberflip
					
	Welcome	Widen			

## INTEGRATION CATEGORY

# Custom API Integrations

SUBCATEGORY	SYSTEM		
Custom API Integrations			
	HTTP Client	SOAP Client	

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AIQ brings order to CX chaos. Our Customer Experience Hub empowers everyone to be a CX champion by giving business teams the freedom to explore and action on customer data while helping technical teams regain control of where data lives and how it's used.

[Get in touch](#) with our experts to learn more.

