



# Snapshot

## MISSION

Empower enterprises to build authentic customer experiences at scale.

## COMPANY

<b>Founded</b>	2014
<b>Founders</b>	Tasso Argyros, Nitay Joffe
<b>CEO</b>	Tasso Argyros
<b>Headquarters</b>	NYC
<b>Investors</b>	Andreessen Horowitz, Arena Holdings , FirstMark Capital, March Capital Partners, Sequoia Capital
<b>Total Funding</b>	\$83 million

## ABOUT ACTIONIQ

ActionIQ empowers the world's leading brands to win in today's experience economy by completely changing how they interact with their customers, creating more authentic and valuable experiences. Our platform is used by the largest brands across retail, media, finance, hospitality, and subscription services to intelligently personalize customer experiences across every touchpoint, at scale.

## PRODUCT

Conventional big data technologies, analytics tools, and marketing clouds fail to deliver on their fundamental purpose: 1) unify your data, 2) democratize intelligence, and 3) orchestrate personalized omnichannel experiences for your customers.

ActionIQ is the only complete customer data platform that combines all three fundamental capabilities required to operate at the speed and scale demanded by the enterprise. The result? A single user-friendly solution that delivers the performance, agility, and actionability not possible with channel-centric solutions or legacy marketing clouds.

## CUSTOMERS

ActionIQ's customer base grew by over 300 percent in 2019. Well-known customers include:



## USE CASES

**Customer Acquisition:** Intelligently target and suppress across advertising ecosystems to reach valuable prospects and reduce wasted spend

**Customer Activation:** Create connected omnichannel journeys to onboard and convert new or trial users into engaged customers or paid subscribers

**Repeat Purchase:** Model customer purchase and browse behaviors to provide style guides and in-store support

**Content Curation:** Connect and model digital and offline behavioral data to score individual affinity to provide product recommendations and curated content that lead to optimal outcomes

**Customer Service:** Collect and connect customer issues across systems; proactively address and intelligently modify outreach strategies on-the-fly

**Targeted Retention:** Predict negative events and behaviors based on past engagement and transactions, then trigger cost-effective treatments to re-engage

**GDPR and CCPA:** Track and automate compliance with increasing privacy regulations and customer control over data usage

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## COMPETITIVE DIFFERENTIATORS



**Complete Solution:** The only “smart hub” customer data platform that is **fully integrated across data management, customer analytics, and omnichannel activation capabilities**



**Unparalleled Agility:** Proprietary ActionIQ Flame™ data architecture separates storage and compute, making it possible to ingest all your customer data from traditional batch sources and newer streaming sources, without requiring cumbersome transformations and tradeoffs—giving you the speed and agility to **run 100x more use cases**



**Actionable Intelligence:** ActionIQ’s user interface and native machine learning capabilities are applied to the full depth and breadth of your customer data to probabilistically resolve customer identities, find look-alike patterns and attributes, predict future events, and optimize customer experiences—making it possible to **increase the value of each use case by 200%**



**Orchestrated Activations:** ActionIQ’s experience layer enables you to activate data into personalized customer journeys and real-time experiences, orchestrated across every customer touchpoint and channel, allowing you deliver the helpful and tailored experiences that **increase revenue by 20%**



**Dedicated Support:** Each client is championed by a dedicated ActionIQ account team, employing a unique hands-on services methodology proven to deliver results for the world’s largest and most complex enterprises

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## PARTNERS

Strategic alliances with Amazon Web Services (AWS), Google Cloud Platform (GCP), LiveRamp, Looker, Snowflake, Reltio, and SparkPost

Partner ecosystem includes leading consulting and technology firms McKinsey & Company, Infosys, Accenture, Merkle, RR Donnelley, Virtusa, and Capgemini