

Consumers expect brands to provide personalized experiences, but companies struggle to deliver this across all customer touch points.

ActionIQ solves this problem for brands by giving marketers the ability to deeply know their customers and deliver personalized experiences across all their channels.

ActionIQ enables marketers and analysts to derive more value from their customer data. With the ActionIQ platform, marketers can interact directly with their customer behavioral data to build detailed audience segments and orchestrate them across various execution channels - email, web, social, paid media, and more.

The platform also automates an analyst's tedious workload in supporting marketing campaigns, freeing up their time to focus on developing strategic and innovative insights. The result? Vastly improved personalization and customer experience, at scale.

ActionIQ is based in New York City and backed by leading investors including Sequoia Capital, Andreessen Horowitz, and FirstMark Capital. ActionIQ works with large, complex enterprise brands including Verizon Wireless, Shutterstock, Hudson's Bay Company (HBC)/Gilt - enabling them to grow their customer LTV and marketing ROI.



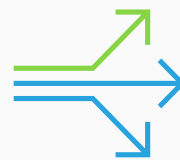
Connected Data Across The Enterprise

Connect and ingest any customer data source at the event-level, for complete transparency and accessibility to data across the enterprise.



Flexible & Intuitive Audience Creation

Create new audiences and get insights on their composition in a matter of minutes, using an iterative process to define and fine-tune marketing strategies.



Cross-channel Campaign Management & Measurement

Orchestrate audience intelligence across any execution channel, with advanced testing and measurement capabilities, to deliver a consistent customer experience across channels.

ActionIQ Is The Only Scalable, Enterprise Customer Data Platform

ActionIQ is made specifically for large enterprises. Our ability to scale—across multiple data sources, teams and people, and all marketing channels— sets us apart from traditional Customer Data Platforms.



Complex Data at Scale

Our scalable, in-memory architecture is designed for event-level data, and zero ETL data ingest and mapping means that users can create new customer attributes in minutes.



Actionable Intelligence

Customer behavior mapping and insights across 100% of customer data allows for a seamless, omni-channel customer experience with a continuous feedback loop from channel and internal data.



Comprehensive Testing & Measurement

Multi-dimensional holdouts measure true incremental lift, while custom KPIs can be created on any variable. Automated marketing analytics and measurement show concrete proof of revenue driven success.



Enterprise Grade

Our data and user governance framework and team control and collaboration features are designed for and proven successful by multiple Fortune 500 clients.



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