

ActionIQ B2B CDP

OPTIMIZE AND PERSONALIZE THE COMPLETE B2B CUSTOMER EXPERIENCE

Personalization and account-based marketing (ABM) are top priorities for business-to-business (B2B) organizations, but scaling them is time-consuming and complex. ActionIQ B2B CDP enables B2B organizations to provide marketing, sales and account teams with an integrated, real-time view into all prospect and customer behaviors, enabling them to deploy more targeted experiences across the full customer lifecycle.

WHY ACTIONIQ



Democratize Account Intelligence

One platform that centralizes account and contact data across all existing marketing and sales systems.



Empower Teams to Self-Serve

Intuitive user interface enabling marketing, sales and customer success teams to independently generate insights and experiences in real time.



Unify and Enrich Identities

Machine learning-based identity matching across unlimited dimensions, as well as third-party enrichment of account and contact data.



Scale Intelligent Experiences

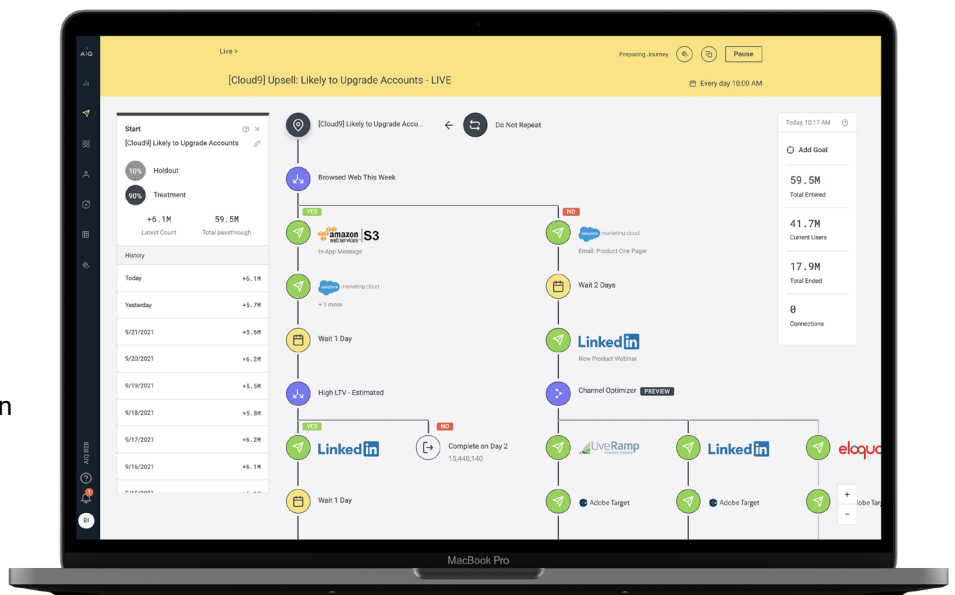
Automated real-time recommendations and next-best-action models empowering marketers to scale personalization.

WHAT CAN ACTIONIQ DO FOR YOU

Every touchpoint is an opportunity to engage your customers. ActionIQ B2B CDP enables organizations to uncover actionable insights and deliver what modern B2B customers demand: truly personalized experiences.

KEY CAPABILITIES

- ✔ Complete account and contact history
- ✔ Flexible data models and hierarchies
- ✔ Identity resolution and enrichment
- ✔ Self-service data management
- ✔ Real-time insights and segmentation
- ✔ Predictive analytics and next-best-action
- ✔ Real-time omnichannel journeys
- ✔ A/B testing and measurement



✔ USE CASES

Personalize Account-Based Marketing Programs

Gain visibility into all account interactions – from website visits to sales conversations – to customize and prioritize interactions for high-value contacts.

Shorten Sales Cycles

Identify the right time and place to engage high-propensity buyers in order to reduce lengthy sales cycles.

Improve User Onboarding and Adoption

Combine account profile with user engagement data to customize individual onboarding journeys, as well as create power users and customer advocates.

Identify Opportunities for Account Expansion

Automatically spotlight opportunities for account upsells and cross-sells.

Reduce and Prevent Account Churn

Identify at-risk accounts and user segments to automate re-engagement campaigns and journeys to retain high-value customers.

Simplify Cross-Team Collaboration

Create a single source of customer intelligence for sales, marketing and account teams to create a unified customer experience.

Shift to Digital Channels

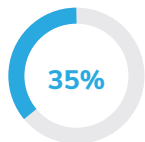
Drive more interactions digitally while encouraging users to self-serve and make purchases online.

💰 PROOF POINTS



80+

unique B2B campaigns



increase in renewals among key segments



return on investment



<6 months payback

“The ability to analyze and act on this information is the competitive differentiator for companies in a subscription-based world.”



TZVETANA DUFFY
SENIOR DIRECTOR OF ENTERPRISE ENGAGEMENT

\$11.8M

net present value

TOTAL ECONOMIC IMPACT™ STUDY
COMMISSIONED BY ACTIONIQ

Contact ActionIQ for a consultation with one of our expert team members and discover how our industry-leading CDP can help you create exceptional customer experiences across all brand touchpoints.