

ActionIQ Composable CDP for B2B

Get better leads for less and grow faster across the funnel

Enable marketing and customer experience teams to gain visibility into prospects and customers, hyper-segment audiences and launch real-time and orchestrated customer experiences across channels.

Why ActionIQ



Break Down Data Silos

Integrate with existing data infrastructure and augment as necessary to centralize account and contact information.



Improve Audience Segmentation

Empower business teams to discover, build, iterate and activate granular, multidimensional, hypersegmented audiences across channels.



Eliminate Inefficient Processes

Give marketing and customer experience teams controlled access to data while maintaining security and governance.



Go from Anonymous to Advocate

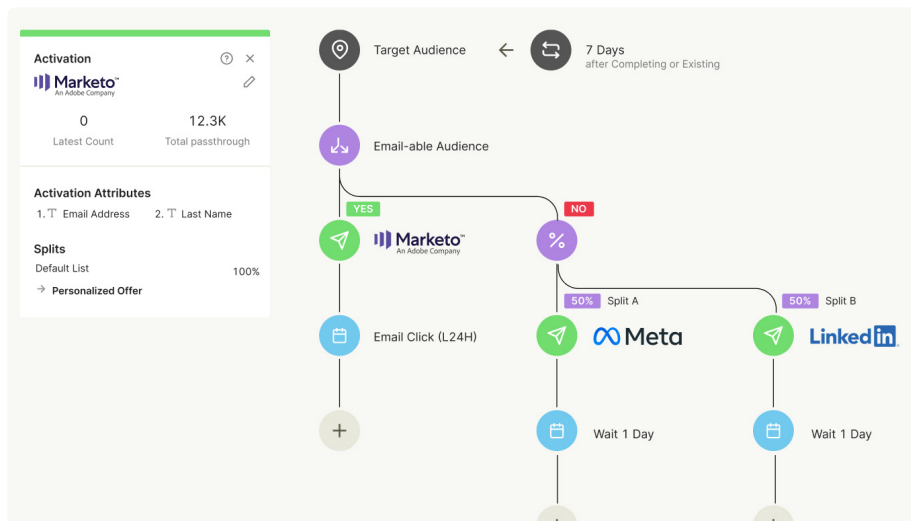
Get powerful demand generation tools driven by first-party data to find better leads for less and nurture them across their lifecycle.

What Can ActionIQ Do for You?

Enables organizations to uncover actionable insights and increase conversions while giving B2B customers better experiences.

KEY CAPABILITIES

- ✓ Zero-copy architecture
- ✓ Real-time omnichannel journeys
- ✓ Complete account and contact history
- ✓ Multidimensional targeting
- ✓ Identity resolution and enrichment
- ✓ Self-service audience management
- ✓ Predictive analytics and next best action
- ✓ A/B testing and measurement



Use Cases

Paid Media Suppression

Suppress customers who have already converted by programmatically removing them from paid media advertising.

Prospecting

Use your 1st party data to target high value prospects across paid media.

Understand Intent Signals

Pinpoint accounts and personas actively showing interest in products and services

Convert Trial Users to Paid Customers

Target trial users with personalized content, offers and sales conversations

Deepen Customer and Agent Relationships

Improve sales and servicing by pushing the latest client activities (e.g., products viewed, research accessed) to Advisors and Call Center Reps

Develop High-Value Lookalike Audiences

Spotlight audiences that share similar characteristics with VIP customers

Improve User Onboarding and Adoption

Customize individual onboarding journeys and identify product power users to increase customer advocacy

Identify New Cross-Sell and Upsell Opportunities

Determine ideal channels and times to shorten sales cycles or present cross-sell and upsell opportunities

Build Churn Propensity Models

Predict churn by identifying at-risk prospects or policyholders and execute campaigns to keep them engaged

Prevent Churn

Recognize behaviors that indicate customer attrition and target at-risk customers with tailored campaigns

Winback Churned Accounts

Automatically re-engage churned customers with customized winback campaigns

Proof Points



80⁺

Unique B2B Campaigns

35%

Increase in Renewals Among Key Segments



71%

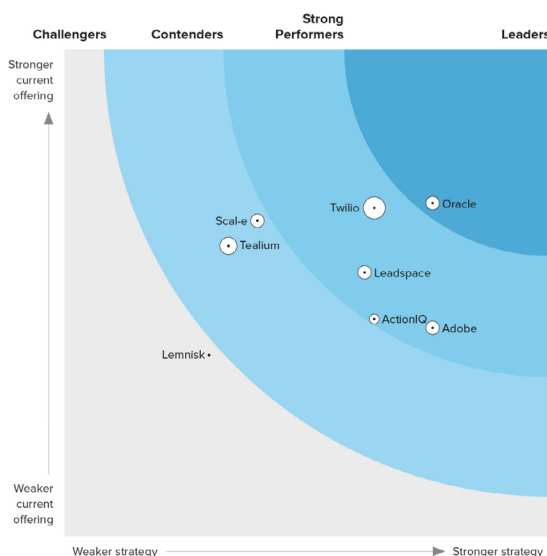
Higher Conversions with AIQ vs. control

65%

Faster Audience Creation

FORRESTER®

The Forrester Wave™: B2B Customer Data Platforms Q4 2023



“We realized we could invest in CDP technology to support our new vision for customer relationships by using lookalike modeling to predict it and proactively engage at-risk customers. We have the ability to create very detailed customer segmentation and the agility to quickly pivot and address what needs improvement.”



Tzvetana Duffy

Senior Director, Enterprise Engagement Platforms