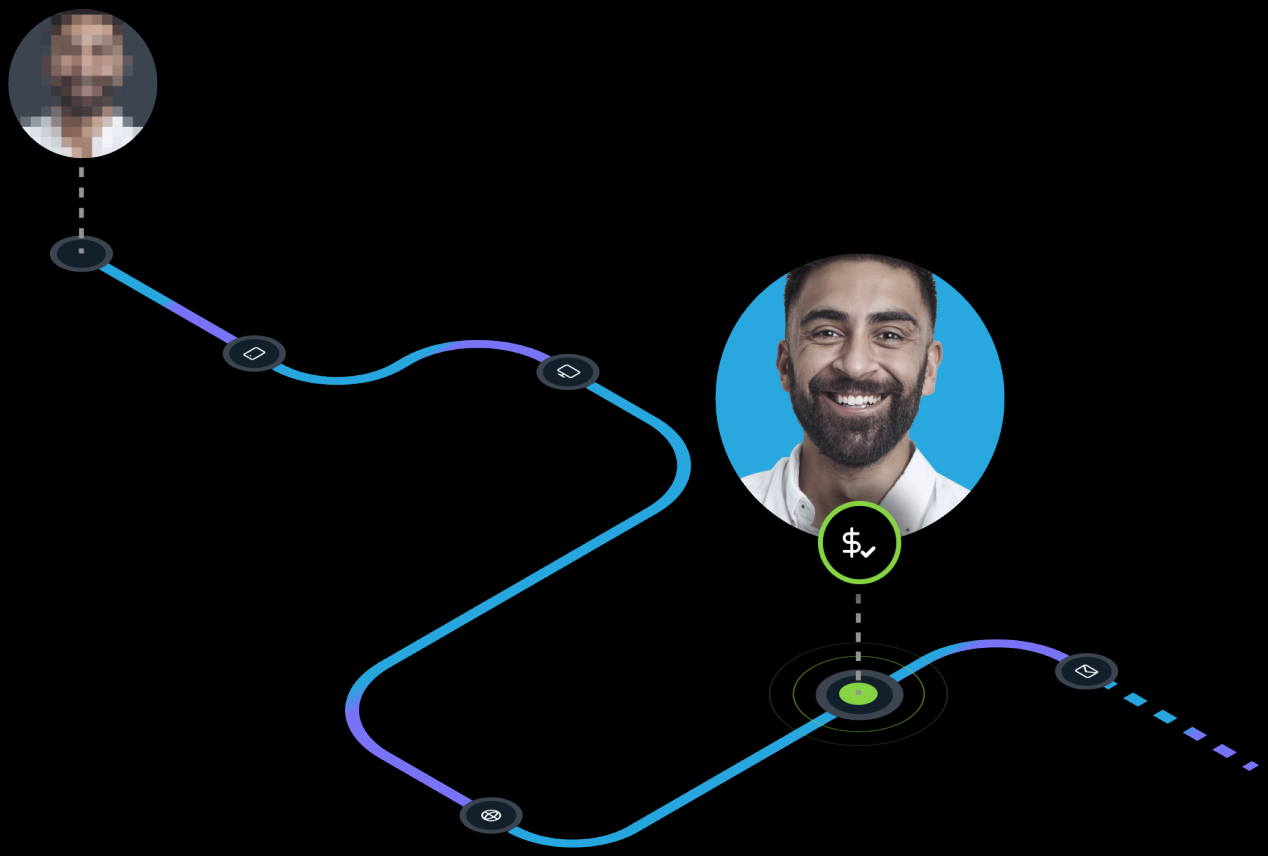
ACTIONIQ

CX for Advertisers



Powering Over **3 Trillion Personalized Customer Experiences** Every Year

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Advertising in a Cookieless World

The deprecation of third-party cookies means advertisers must change their approach to assembling, analyzing and activating customer data in order to execute on business-critical use cases. The loss of anonymous third-party data and other changes to user-tracking capabilities have made strategies and technologies reliant on third-party cookies — such as data management platforms (DMP) — obsolete. Brands will find it more difficult to analyze consumer behaviors and target the right audiences, resulting in higher customer acquisition costs and less revenue. To compete in today's experience economy, provide superior customer experiences and drive positive business outcomes, brands have to bridge the gap between unknown and known customer journeys.

The CX for Advertisers Solution

ActionIQ's CX for Advertisers solution helps enterprises future-proof their business strategies by maximizing short-term value with currently available data while preparing for a post-cookie world.

ORGANIZATIONS CAN:

- Eliminate outdated technology in favor of a solution that supports both third-party cookies and the identifiers that will take their place moving forward.
- Take back control of their CX strategies by replacing questionable data from unknown origins with accurate, authenticated data that powers personalized, impactful customer experiences.

OUR SOLUTION ENABLES YOU TO:

- **Expand data capture:** Leverage high-quality, privacy-compliant first-party data while layering in second-party and third-party data where available.
- **Increase acquisition efficiency:** Retain relevant acquisition channels and maximize their value while avoiding expensive walled gardens.
- **Grow revenue:** Connect acquisition and growth strategies with orchestrated journeys that increase customer lifetime value.

In This CX for Advertisers Solution Brief, You'll Learn:

- How ActionIQ helps you future-proof prospecting and conversion use cases using currently available and forthcoming identifiers
- How ActionIQ provides the core requirements for advertising in a world without third-party cookies
- What sets ActionIQ apart from other advertising solutions on the market today

CX for Advertisers Use Cases

Use ActionIQ to grow revenue, cut acquisition costs and personalize customer experiences.

Prospecting

CHALLENGE

Prospecting has traditionally been done with DMPs using anonymous third-party data. As third-party cookies disappear — making DMP technology obsolete — it will become more difficult to target new customers who haven't visited your website.

SOLUTION

Use CX for Advertisers to continue executing on use cases previously managed by DMPs while beginning to implement replacement strategies, such as second-party data sharing.

EXAMPLES

Prospecting via Cookie-Based Audiences
Replace your DMP with ActionIQ but keep leveraging third-party cookies while they're still available to segment and target audiences across programmatic paid media channels.

Prospecting via 2nd-Party Data Sharing
Identify high-quality prospects from your partners and target them across paid channels from within ActionIQ.

Conversion

CHALLENGE

Consumers who visited your website but didn't convert would previously be targeted using anonymous third-party data. With third-party cookies — and the DMP technology they fuel — going away, it will become harder to target prospects who visited your website and left without taking a desired action.

SOLUTION

Use CX for Advertisers to invest in identifier-agnostic technology and bridge the gap between soon-to-be-gone anonymous identifiers and the known identifiers that will take their place.

EXAMPLES

Website Personalization
Use ActionIQ to collect and activate first-party data — or push behavioral profiles to web personalization engines — in order to personalize website experiences for new and repeat visitors.

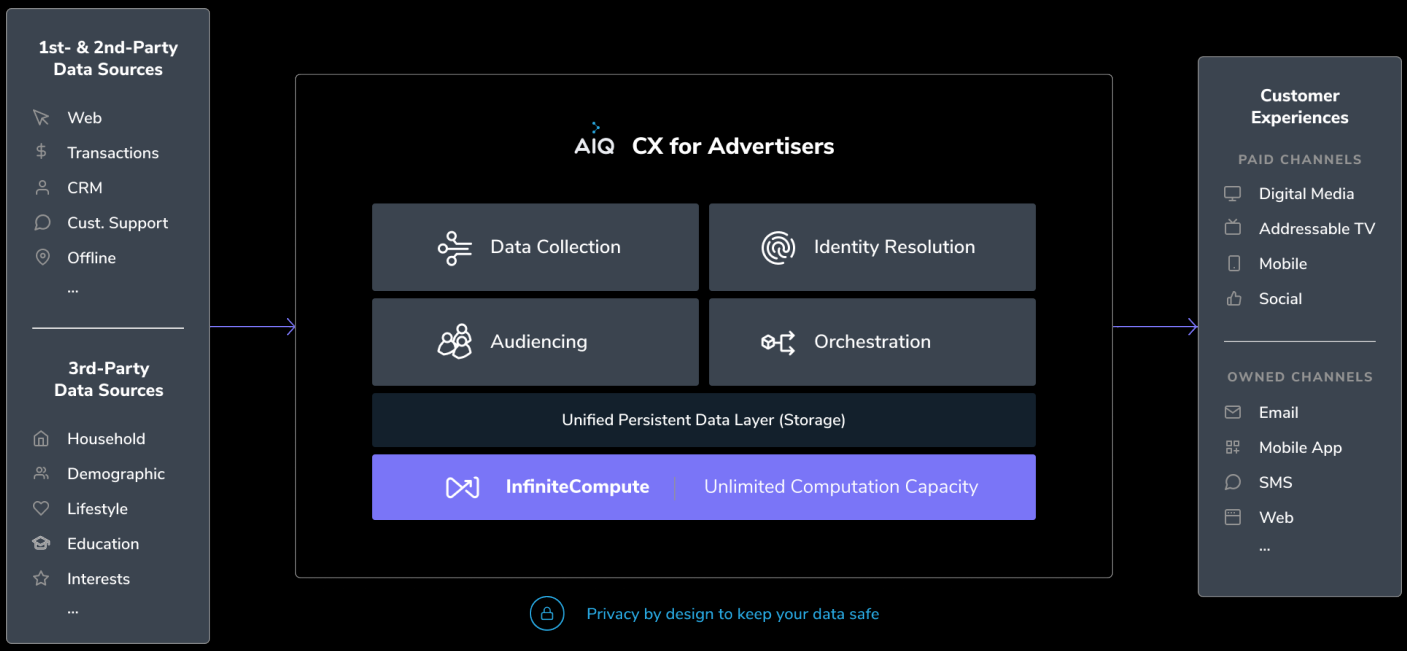
Offsite Suppression
Programmatically remove specific audiences from paid media advertising from within ActionIQ to reduce wasted ad spend and lower customer acquisition costs.

Offsite Retargeting
Use ActionIQ to leverage all accessible identifiers — third-party cookies while they remain, alternatives once they're gone — and create audiences, activate personalized customer experiences and evaluate retargeting performance.

CX for Advertisers

The person-based, privacy-first marketing solution

In order to take advantage of the anonymous identifiers that are still available today, prepare for the deprecation of third-party cookies and eliminate the costly burden of obsolete technology, advertisers require specific capabilities. ActionIQ provides these core requirements by equipping enterprises with:



Data Collection

Ingest, store and manage all known and unknown customer data, whether it's owned (first-party), shared by partners (second-party) or purchased (third-party).

Identity Resolution

Flexibly match and resolve user identities across multiple data sources, enrich customer data, deduplicate records, access addressable IDs and more.

Audiencing
Leverage all customer data to self-serve audiences, run lookalike models, extract insights via a no-code user interface and test or measure different strategies.

Orchestration
Deliver personalized customer experiences across all owned and paid channels — as well as directly to walled gardens, demand-side platforms and ad networks — by orchestrating both real-time customer experiences and multi-step, cross-channel customer journeys from a single location.

ActionIQ's CX for Advertisers solution is differentiated by:

Scalable Intelligence
Ingest unlimited amounts of data from any source to support enhanced ad targeting, reduce customer acquisition costs and improve personalization.

Comprehensive Orchestration
Activate real-time customer experiences and multi-step customer journeys across all paid and owned channels from a single location to connect pre- and post-acqusition experiences and increase customer lifetime value.

Integrated Identity
Easily match and resolve customer identities across multiple data sources to increase addressability and drive revenue growth while preparing for post-cookie identity solutions.

Phased Approach to Post-Cookie Marketing

Implementing and optimizing new operating models requires testing different tactics and tools as market dynamics and your needs evolve. The CX for Advertisers solution enables you to take a phased approach to maturing your prospecting and conversion strategies.

PHASE 1: ENHANCE ACQUISITION WITH 1ST-PARTY DATA

OFFSITE SUPPRESSION

Programmatically remove inapplicable or redundant audiences from paid media advertising.

PROSPECTING VIA WALLED GARDEN

Identify high-value customer segments to share with walled gardens and create lookalike audiences using walled garden data for targeting.

REQUIRED CAPABILITIES

- Self-service audiences
- Audience syndication

PHASE 2: EXPAND ACQUISITION STRATEGY

PROSPECTING VIA CUSTOMER DATABASE LICENSING

Use non-cookie-based data provided by third parties to identify and target consumers.

NEXT VISIT WEBSITE PERSONALIZATION

Personalize website experiences for repeat visitors using historical behavioral data.

REQUIRED CAPABILITIES

- Self-service audiences
- Audience syndication
- Addressable ID
- Vendor customer database
- Integration with web personalization engine

PHASE 3: REPLACE DMP

RETARGETING

Retarget website and application visitors who didn't convert on paid media channels.

PROSPECTING VIA COOKIE-BASED AUDIENCES

Use third-party cookies to segment and target consumers on programmatic paid media channels.

REQUIRED CAPABILITIES

- Self-service audiences
- Audience syndication
- Addressable ID
- Data enrichment
- Lookalike modeling
- Data onboarding

PHASE 4: LEVERAGE PARTNER ECOSYSTEM

PROSPECTING VIA 2ND-PARTY DATA SHARING

Share first-party customer data with other brands to identify and target consumers.

REQUIRED CAPABILITIES

- Self-service audiences
- Audience syndication
- Addressable ID
- Data enrichment
- Lookalike modeling
- Data onboarding
- Data sharing
- Governance

About ActionIQ

ActionIQ is at the center of a data-driven revolution that is changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. We concentrate on solving enterprise data challenges so that teams are empowered to create authentic customer experiences across all brand touchpoints. ActionIQ helps enterprise companies by connecting their first-party customer data, providing an easy-to-use interface for business users to access customer insights and enabling customer experience orchestration across channels. We are helping brands like The New York Times, Pandora Media, The Hartford, Shopify, American Eagle Outfitters and others grow customer satisfaction and revenue.