ActionIQ

Solution Brief

Acquisition Marketing

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Sunset your DMP and future-proof your acquisition strategy with first-party data in an ever-evolving environment

What You Get

Cost Savings

Eliminate expensive and inefficient DMP technology with future-proof solutions.

Efficient Revenue Growth

Optimize targeting and use advanced segmentation and lookalike modeling to reduce customer acquisition costs.

Flexible Strategy

Stitch together first- and third-party ID graphs to avoid lock-in and adapt to a changing identity market.

Key Use Cases

Prospecting

Target high-value prospects across paid media channels using privacy-compliant IDs.

Website Personalization

Personalize user experience on your owned properties to increase conversion.
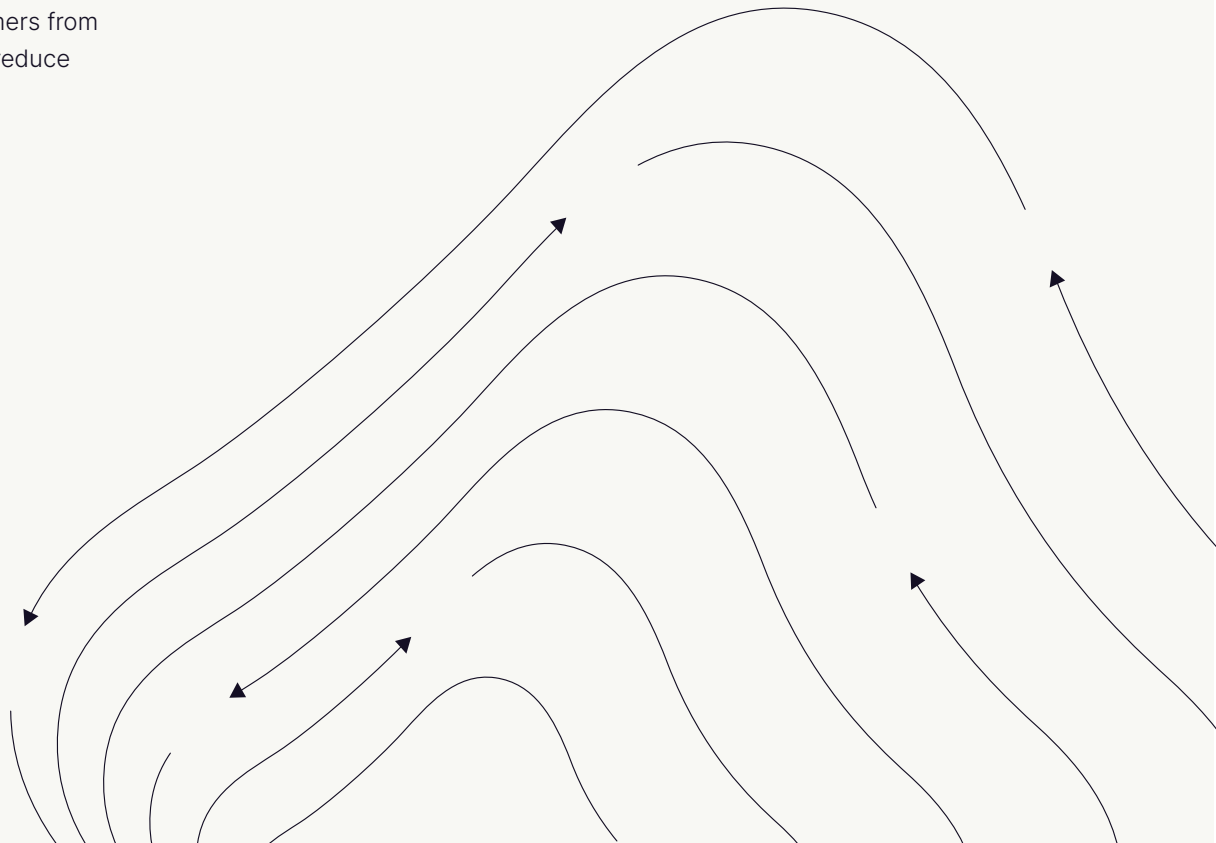
Retargeting

Target previous website visitors who didn't convert using accessible, addressable IDs.

Suppression

Remove converted customers from paid media campaigns to reduce wasted ad spend.

How We Do It

Choose Your Identities

Leverage a private ID graph composed of any ID you need, generated by your systems or provided by vendors, for both anonymous and known users.

Self-Serve Audiencing

Use your first-party data to create highly customized audiences that are optimized with native lookalike modeling.

Activate Directly on Paid Properties

Syndicate anonymous and known audiences directly to your preferred walled gardens and demand-side platforms without solely relying on data onboarders.

Explore Our Partner Ecosystem

Because no single solution will replace DMPs for acquisition marketing, ActionIQ developed a strong and growing partner ecosystem to help you build your new advertising stack.

neustar   MERKURY   /LiveRamp

ACXIOM   INFOSUM   data axle

" As customer privacy and data protection increases, how are we as marketers and organizations future-proofing our business and thinking about the right tech stack to put in place that's going to help us protect revenue at risk and, more importantly, start to think about how we can create more seamless customer experiences to drive growth? "
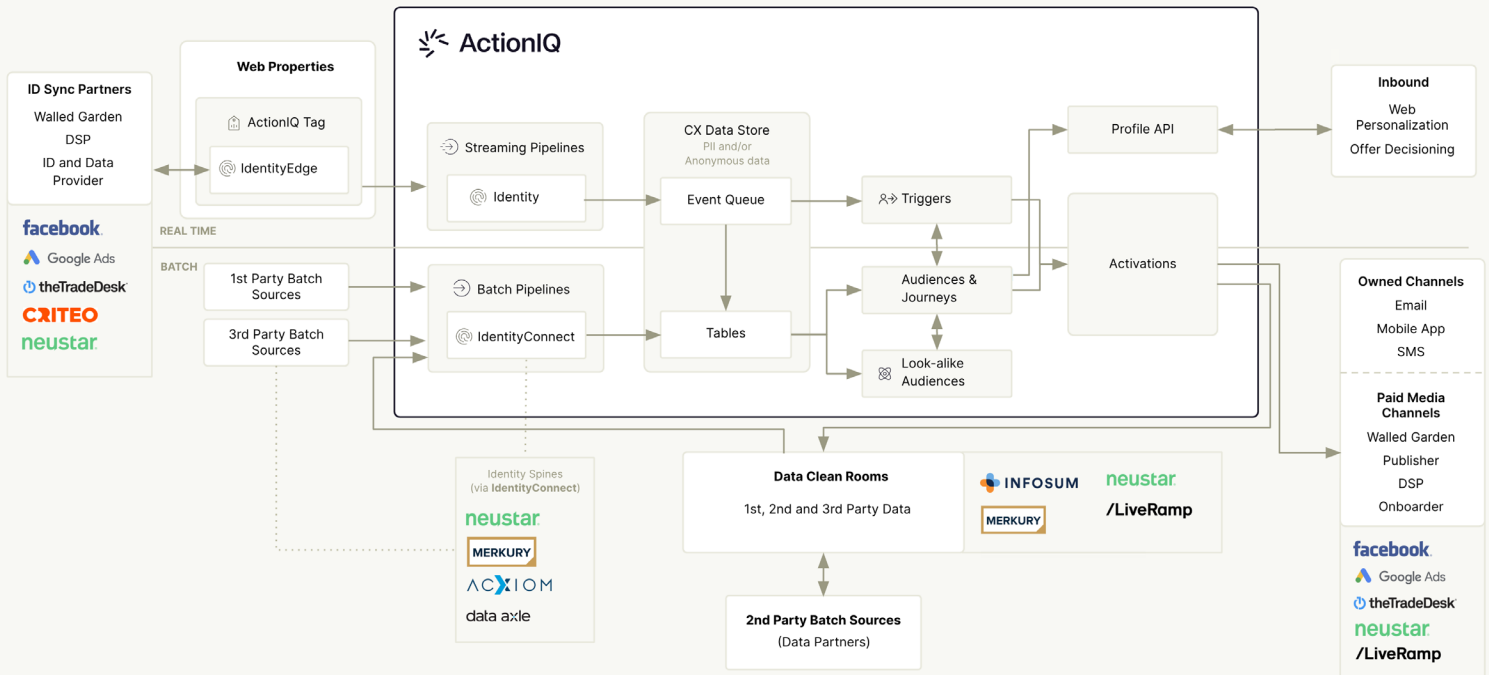
Chris Marino
Global Head of Performance Marketing & Media

Bloomberg Media

How It Works

> "One of the keys to success in a cookieless future is going to be first-party identification of visitors. With ActionIQ's capabilities there, I'm breathing a little easier"

Sharon Kratochvil, PhD
Former, Vice President, Global Analytics

MICHAEL KORS

ActionIQ

AIQ brings order to CX chaos. Our Customer Experience Hub empowers everyone to be a CX champion by giving business teams the freedom to explore and action on customer data while helping technical teams regain control of where data lives and how it's used.

Get in touch with our experts to learn more.