

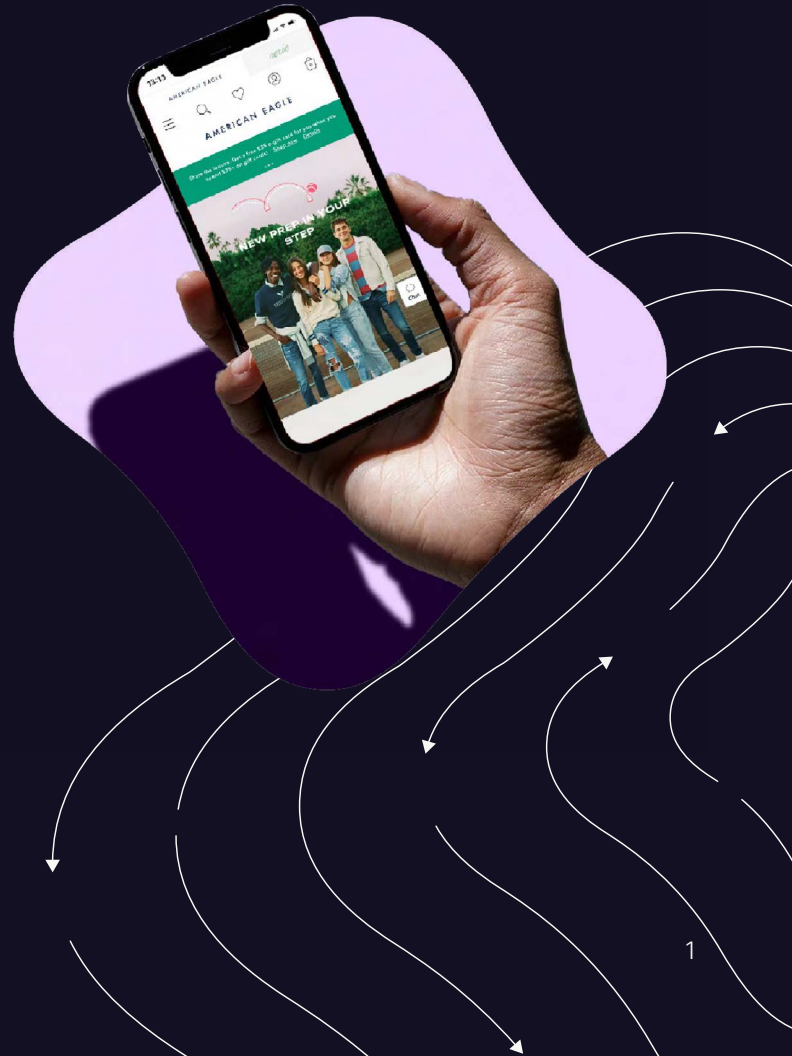
# Expand your customer data and then act on it. Securely.

In a saturated market with changing regulations, brands are challenged to find innovative ways to create impactful, scalable and secure customer experiences. As marketers migrate from third-party cookies, it's critical to leverage a solution that's both sustainable and delivers the experiences today's customers expect.

The ActionIQ Customer Experience Hub paired with InfoSum's clean room infrastructure enables businesses to activate one-to-one customer experiences across the entire journey in a privacy-first way.

## Benefits:

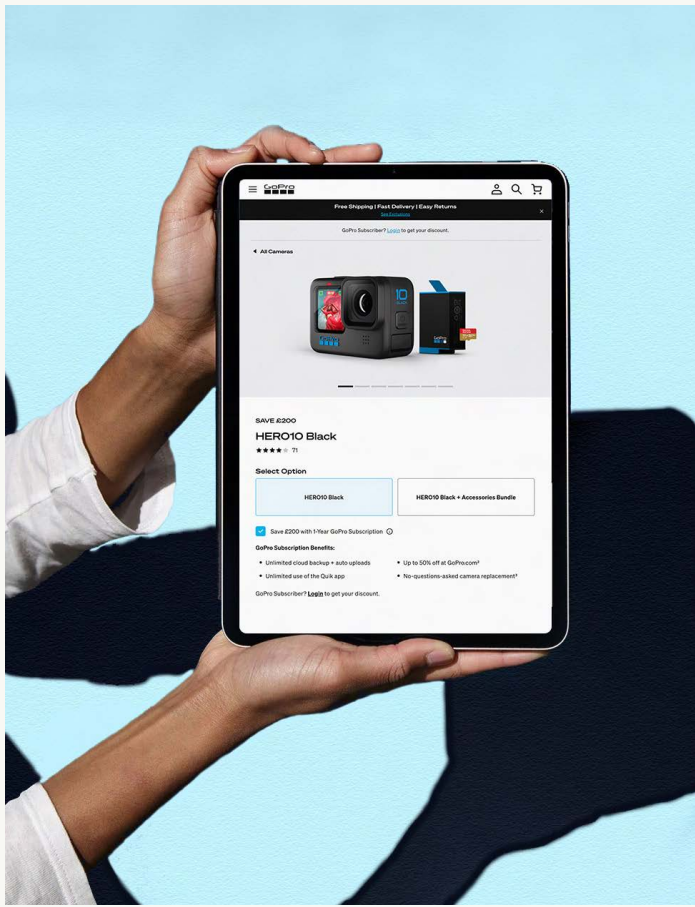
- **Drive Loyalty Through Personalization**  
Drive improved 1:1 customer experiences through self-service access to your organization's full breadth of enriched data to orchestrate and activate more intelligent customer journeys.
- **Increased Revenue & Cost Reduction**  
Leverage partner data to strengthen segmentation and target the right audience on owned and paid channels
- **Future-proof**  
With changing regulations, the joint solution enables flexibility to reduce reliance on third-party cookies and IDFA.
- **Increased Security**  
Controlled access to data and how it's used to protect your customers and brand.



## Why Action IQ

The AIQ CX Hub gives all teams direct but controlled self-service access to customer data to discover audiences and orchestrate experiences at scale.

- Gain infinitely scalable performance while maintaining control of your data.
- Integrate with any system or channel to suit your unique business needs.
- Give teams direct access to customer data to self-serve their business use cases.



## Why InfoSum

InfoSum unlocks data's limitless potential by powering a better data-driven customer experience through privacy-safe collaboration.

- Connect all the data sources across your business to better understand your customers and deliver richer brand experiences.
- Seamlessly collaborate with strategic partners in a privacy-first way to power greater customer experiences.
- Leverage data assets across multiple businesses to create new privacy-first ecosystems that power better products and services.

## Better Together

- Ability to orchestrate and activate more intelligent customer journeys.
- Enrich datasets to strengthen personalization and targeting.
- Future-proof advertising with cookieless data matching.
- Streamlined data ingestion by bridging identity across data sets.
- Granular control over datasets segments and audiences with purpose-built solutions for technical and non-technical users.

# How It Works



# Use Cases

Use Case	Description	How It Works
<b>Prospecting</b>	Identify high-value prospects from the partner ecosystem to improve prospecting.	<ul style="list-style-type: none"> <li>• Customer profiles stored in the AIQ CX Hub are passed to InfoSum</li> <li>• Locate customer profiles in InfoSum that are owned only by the partner brand(s) and export data back to AIQ CX Hub</li> <li>• Run look-alike models in the AIQ CX Hub against these profiles to identify prospects and leverage them in paid acquisition campaigns</li> </ul>
<b>Optimized targeting</b>	Strengthen segmentation with enriched datasets to deliver personalized customer experiences across owned and paid channels.	<ul style="list-style-type: none"> <li>• The AIQ CX Hub passes the 1st party customer profiles to InfoSum, which can be joined and enriched across the 2nd and 3rd party sources from the partner brand(s) within InfoSum</li> <li>• These matched profiles are then exported back into AIQ CX Hub to be operationalized for more precise targeting across owned and paid channels</li> </ul>
<b>Attribution &amp; Measurement</b>	Understand and measure the effectiveness of marketing campaigns through direct collaboration.	<ul style="list-style-type: none"> <li>• 1st party customer profiles of a brand stored in the AIQ CX Hub can be tied with the purchase and exposure data of its retailer and/or media partner network in InfoSum</li> <li>• The enriched data can be exported into measurement attribution systems across both parties, to inform campaign performance and drive additional</li> </ul>
<b>Strategic data partnerships</b>	Leverage the ecosystem across lines of business to unlock new opportunities.	<ul style="list-style-type: none"> <li>• The 1st party customer profiles of a brand can be passed from the AIQ CX Hub to InfoSum to join with data across lines of businesses</li> <li>• The output of this data can be re-ingested into the AIQ CX hub to orchestrate highly-targeted campaigns</li> </ul>