



ActionIQ Tag

The natively integrated ActionIQ Tag tracks user behavior during website visits and application usage to power real-time customer experiences.

FUNCTIONALITY



Web & Mobile Deployment

Analytics tracking ecosystem configured for web, iOS and Android unlocks benefits of first-party hosting – including cross-domain identity syncs and ad blocking mitigation.



Tracking

Page and event tracking – combined with identity resolution via common user identifiers – supports detailed behavior analysis for personalization, real-time experience delivery and journey orchestration.



Activation

Behavioral data enriched with historical information stored in Unified Persistent Data Layer enables both real-time personalized experiences and future CX across all channels for marketing, sales and service use cases.

BENEFITS

Increased Speed

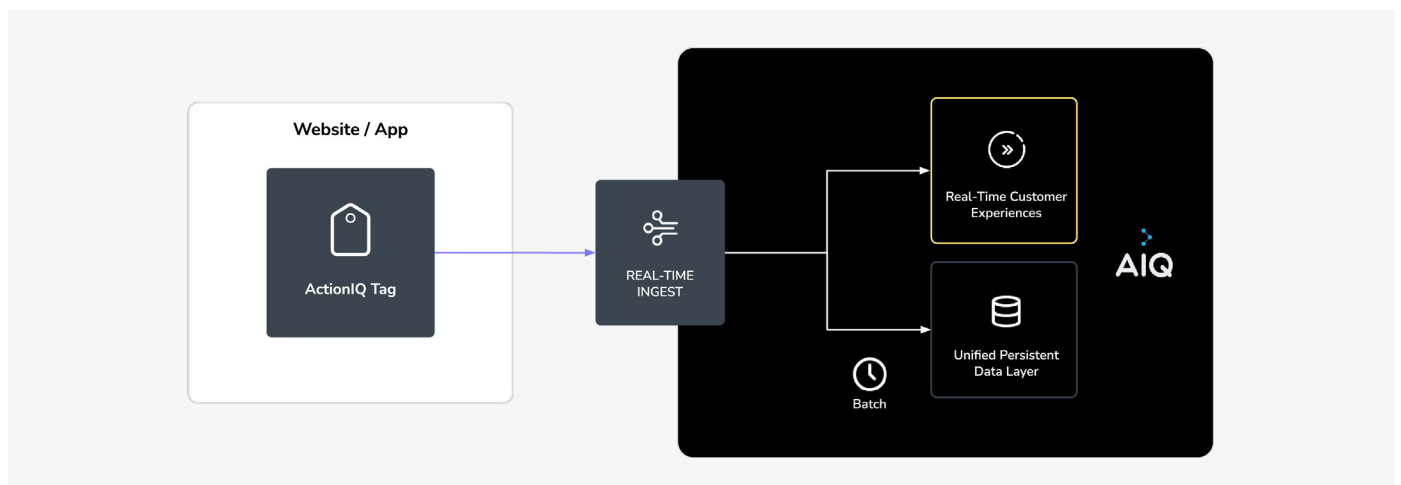
Deliver relevant, authentic customer experiences based on the full customer profile in real time.

Unlimited Scalability

Rapidly interpret and activate data based on all web and mobile activity to provide deep personalization.

Faster Time to Value

Deploy and access Tag within the ActionIQ platform immediately to start driving results





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.

