

Customer Journey Management

INCREASE MARKETING AGILITY AND CUSTOMER SATISFACTION
WITH PERSONALIZED OMNICHANNEL JOURNEYS

Customer journeys don't follow straight lines – they zigzag across channels. But outdated approaches to campaign management – with limited flexibility and scalability – fail to keep up with customer behaviors. ActionIQ's Customer Journey Management solution enables enterprise brands to transition away from obsolete campaigns in favor of sophisticated journeys that provide superior customer experiences and maximize business value.

WHY ACTIONIQ



Scale Customer Intelligence

A single platform that centralizes all available customer data across your entire organization to uncover valuable insights.



Improve Customer Segmentation

No-code user interface that empowers business teams to build and optimize complex audiences.



Orchestrate Omnichannel Experiences

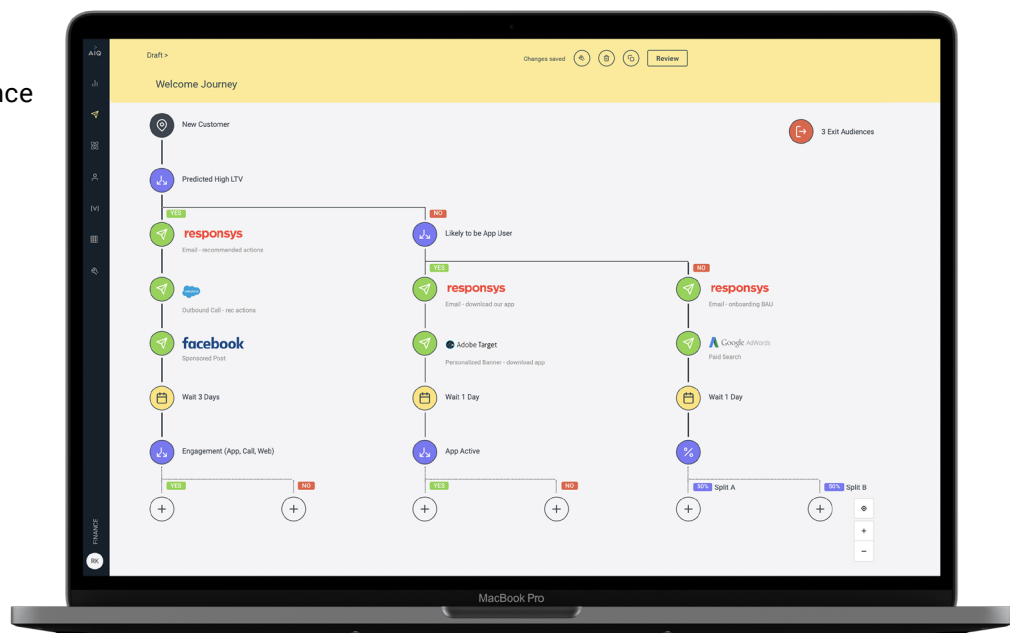
One cross-channel journey orchestration tool that enables users to coordinate, launch, test and monitor unlimited customer journeys.

WHAT CAN ACTIONIQ DO FOR YOU

How consumers engage with brands has changed, but their high expectations haven't. Customer Journey Management enables enterprise brands to exceed customer expectations while increasing business efficiency and customer lifetime value (CLTV).

KEY CAPABILITIES

- ✔ Secure data integration and governance
- ✔ Unified customer identities
- ✔ Self-service audience segmentation and modeling
- ✔ Predictive analytics
- ✔ Real-time experience orchestration
- ✔ Comprehensive reporting



✔ USE CASES

Improve Customer Acquisition

Identify high-value prospects using lookalike models to provide personalized communications across paid media channels designed to captivate and convert.

Reduce Customer Churn

Leverage machine learning to understand CLTV, churn propensity, channel affinity and more to inform customer journeys.

Increase Upsells & Cross-Sells

Easily uncover the communications, times and channels proven to drive repeat purchases and larger order values to increase revenue.

Enhance Winback Strategy

Automate personalized winback journeys based on past behaviors and purchase histories to reactivate churned customers.

Expand Customer Engagement

Develop personalized omnichannel journeys to transform single-channel shoppers into multi-channel customers to drive revenue and brand loyalty.

Boost Brand Affinity

Customize welcome journeys based on customer behaviors and preferences to educate new customers and inspire excitement.

Grow Trial Conversion Rates

Test and measure strategy to understand which types of engagements, channels and more drive the most conversions at the end of trial periods.

💰 PROOF POINTS

 \$5B RETAIL COMPANY

3x

increase in
campaign productivity

90%

decrease in
IT effort

“ActionIQ has become the central hub for creating personalized brand experiences delivered in real time across our digital and offline channels.”

VICE PRESIDENT OF DATA AND PLATFORMS

 \$10B MEDIA COMPANY

3.5x

increase in
campaign productivity

35%

decrease in marketing
technology costs

“With ActionIQ we were able to marry the usability of a campaign management solution with infrastructure-grade architecture and scalability.”

CHIEF TECHNOLOGY OFFICER

[Contact ActionIQ](#) for a consultation with one of our expert team members to discover how our industry-leading Customer Journey Management solution can help you create exceptional customer experiences across all brand touchpoints.