



# OfferCodes

ActionIQ's OfferCodes feature enables brands to deliver unique, single-use offer codes to eligible customers to drive conversions and customer loyalty.

## FUNCTIONALITY



### Ingestion

Seamless code importing makes it easy to develop special offers and reward programs.



### Assignment

Automated code assignment – which includes one unique code per customer record and persistent code assignment storage – streamlines offer management.



### Activation

Integration with Journeys and Schedules supports personalized code delivery across all channels for marketing, sales and customer service use cases.

## BENEFITS

### Automated Oversight

Facilitate personalized customer experiences at scale while preventing offer code repetition.

### Increased Flexibility

Customize customer journeys with offer codes to increase conversions and build brand loyalty.

### Expanded Engagement

Easily activate offers across all channels to suit customer preferences and maximize business value.



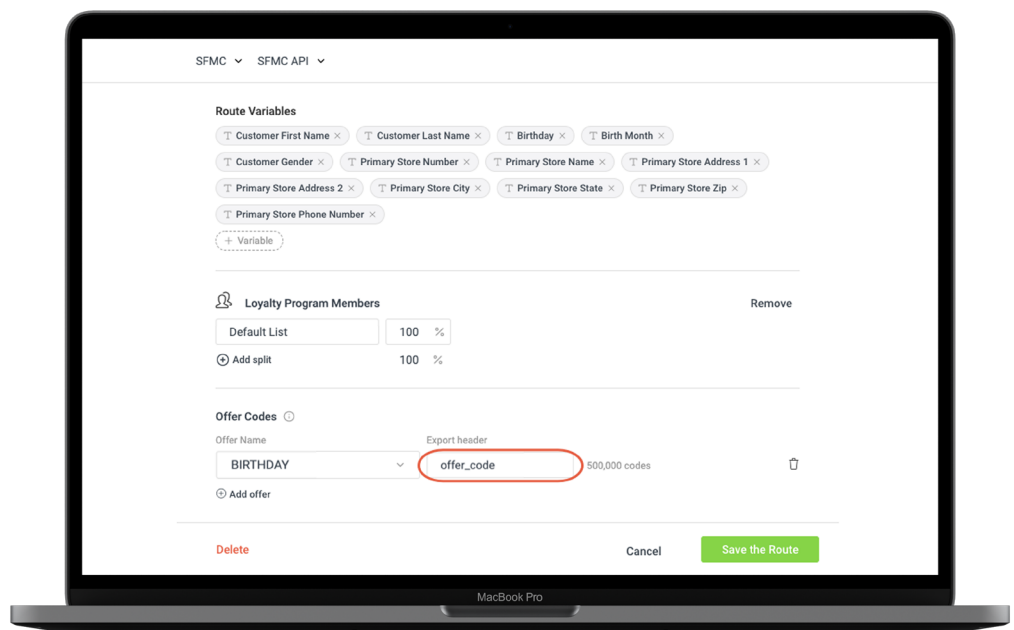
\$4B RETAIL COMPANY

# 33%

of campaigns activated with OfferCodes

# 273M

offer codes delivered annually





## 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.

