ACTIONIQ

CDP In Action

Media Use Cases

Increase Efficiency, Productivity & Revenue

Inside You'll Learn How To:

- Improve budget efficiency to drive increase in ROI without brand over-saturation

- Optimize people, process, and technology for automated, coordinated cross-channel campaigns

- Find new revenue opportunities to acquire valuable customers, grow LTV, and retain high-value customers

Introduction

For any marketer, top line revenue growth is a critical KPI, coming from a combination of new customer acquisition as well as LTV growth for existing customers. ActionIQ recognizes that marketers are working with limited budget and organizational resources (people and technology) to deliver this revenue growth.

For media organizations, there's the added challenge of reaching this goal while trying to keep up with digital content natives. To do so, media organizations must address the lack of real-time analytics and actions, their limited ability to connect digital and profile data for better audience targeting, and the resulting lack of personalized lifecycle messaging across channels.

ActionIQ delivers the capabilities media organizations need for optimal efficiency and productivity in today's competitive landscape. The following set of use cases focuses on:

Marketing Productivity

Improve budget efficiency and reduce spend waste, driving an overall increase in ROI without brand over-saturation and dilution

Organizational Efficiency

Optimize people, process, and technology to ensure you can drive automated, coordinated cross-channel campaigns, then redeploy expensive resources to high value work

Incremental Revenue

Find new revenue opportunities to acquire more valuable customers, grow LTV, and retain high-value customers with deeper customer intelligence and personalization

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Use Case: **Improve Marketing Productivity**

Apply strategic suppressions in real time to avoid wasted spend

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CHALLENGE

This **global media brand** had no efficient way to automate suppressions in real time across all channels, including paid media, wasting impressions and money on existing customers or low value targets.

AIQ APPROACH

- Ingest response and conversion data across all channels

- Allow the marketer to easily define and create audiences along any dimension of interest (i.e., conversion or low value)

- Automate export of suppression lists to all channels in real time

RESULTS

-50%

decrease CPA

Decrease in brand **over-saturation**

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Use Case: **Optimize Organizational Efficiency**

Centralize access to data & drive automated, coordinated, cross-channel campaigns

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CHALLENGE

This **global media organization** had limited access to rich subscriber data due to siloed data sets, owned by different teams. Where even possible, cross-channel orchestration required enormous manual effort. This lack of coordination resulted in internal inaccuracies and a disjointed customer experience.

AIQ APPROACH

- Standardize data into one source of truth, with standard business definitions

- Automate existing campaigns and expand reach beyond just email to social and website

- Centralize hold-out methodology for accurate testing and measurement

- Enable self-service marketing analytics and operations, allowing Data Science team to spend more time on ML/AI priorities

RESULTS

-80%

decrease in campaign lead time

Increase in analytic team **employee satisfaction**

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Use Case: **Grow Incremental Revenue**

Increase paid subscriber base from current engaged readers

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CHALLENGE

This **global multi-title media company** has a large number of readers who remain highly engaged until they hit the article paywall limit and then stop engaging. The brand had no way to identify and personalize product recommendations that would convert these browsers into subscribers.

AIQ APPROACH

- Track browser behavior and identify content and product affinities based on activity

- Automate tailored ads via email newsletters, on-site, and Facebook after user hits paywall to drive increased subscriptions

- Test against control advertising and suppress purchasers in real-time

RESULTS

+20%
increase in paid subscription rate

-50%
decrease in CPA

About ActionIQ

ActionIQ empowers the world's leading brands to win in today's experience economy by building deeper, more valuable relationships with their customers. Our real-time orchestration and intelligence hub, powered by the fastest and most scalable customer data platform, enables marketers to quickly turn disconnected customer data into personalized experiences, orchestrated across all channels in real-time. The New York Times, Pandora, Gap Inc., WW, and more, trust ActionIQ to differentiate their brands, drive lasting customer loyalty, and significantly improve business performance — achieving up to a 20% increase in revenue in just a few months.

To learn more, visit **actioniq.com**

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