IBM Customer Analytics Data Enhancer with Acxiom

Help improve data quality and enhance analytics accuracy while speeding time to value

Highlights

- Combine existing customer data with curated third-party data to enhance both data quality and analytics

- Accelerate time to value by using pre-identified, industry-specific data sets and pre-built integration that helps create comprehensive customer profiles

- Apply flexible customer predictive analytics to identify the next best action and deliver insights at the moment of greatest impact

Data is a critically important component of successful customer interactions. By analyzing customer data, you can produce new insights that help create targeted promotions, enhance customer service interactions, improve cross-sell and upsell opportunities, and more.

To develop a comprehensive understanding of individual customers and increase analytics accuracy, you need a large amount of relevant, high-quality data—data relating to interactions not only with your organization but also with other organizations. Moreover, you need ways to transform data into actionable, real-time, proactive insights that can be used by the teams that interact with customers and prospects.

Better data, better insights with IBM and Acxiom

IBM® Customer Analytics Data Enhancer with Acxiom can help you expand your organization's collection of customer data and generate stronger, instantaneous insights to improve customer interactions. Supplement existing customer data with curated data from Acxiom to create a more complete view of customers. Use predictive analytics to draw on integrated data to anticipate customer behaviors and assess the potential success for particular actions.

Improve insight accuracy: Integrating curated third-party data from Acxiom with existing data lets you expand your understanding of current customers and identify characteristics that can help target new prospects. Acxiom matches your customer records with its vast collection of consumer data and returns attributes that help you pinpoint customer preferences and behaviors. A more complete, precise view of customers can ultimately yield smarter customer investments and more successful, profitable outcomes.

Enhance agility: Powerful IBM predictive analytics enable you to rapidly capitalize on new opportunities. Configure the solution to automatically refresh analytics models using new or changed data so you can update customer profiles, refresh category affinity analyses and launch timely engagements.

Reduce data discovery time: Data scientists typically spend up to 80 percent of their time and effort in the process of data preparation.[1] Customer Analytics Data Enhancer with Acxiom enables you to benefit from enhanced customer analytics faster with curated data packages. IBM data scientists have leveraged decades of IBM experience in customer analytics to identify the most impactful customer analytics projects. Predefined data packages help you start those projects quickly. Append cleansed, trusted data to your existing customer records and partial profiles. Periodically refresh data from Acxiom to produce timely insights based on current customer information. Augment your customer database with data about new customers acquired since the last refresh.

Streamline data preparation: Customer Analytics Data Enhancer with Acxiom pre-integrates third-party data with your existing data so you can concentrate on using new insights, not transporting and manipulating data. Because data and analytics capabilities are supplied through a single IBM offering, you gain the benefits of the integrated solution without adding data management or administrative complexity.

Start delivering data-driven insights now

Data is key for creating better customer experiences and maximizing customer value. Customer Analytics Data Enhancer with Acxiom enables you to enhance what you know about customers and deliver accurate insights. Tight integration between Acxiom and IBM technologies lets you get started fast and keep your teams focused on customers instead of data management.

For more information

To learn more about IBM predictive customer analytics solutions, contact your IBM representative or IBM Business Partner, or visit: **ibm.com**/marketplace/cloud/predictive-customer-analytics/us/en-us

[1] "The Forrester Wave: Customer Analytics Solutions, Q1 2016," Forrester Research, Inc., March 7, 2016.

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