ActionIQ

Solution Brief

ActionIQ Integrations

A Smart-Hub CDP at the Center of the CX Transformation

With a single source of customer truth, and a centralized system for managing customer experiences, your marketing, sales and service teams can work out of one hub for customer-centric collaboration. Your entire organization can operate with greater focus and agility to deploy ever-improving experiences that fuel a lasting competitive advantage.

Because ActionIQ smart-hub CDP is designed to work alongside your existing technology, it can be implemented rapidly with minimal disruption. It also serves as the foundation for ongoing growth as your organization transforms, evolves and scales to become truly customer-centric.

In the ActionIQ Integration Brief, You'll Learn:

- How ActionIQ integrates with your CX stack
- ActionIQ integration catalog
- Answers to frequently asked questions

ActionIQ Integration Principles

1. **Scalable**
   Support unlimited volume of data ingested in and activated out of the platform
2. **Flexible**
   Support all sources, destinations, formats, frequency of data ingested in and activated out of the platform
3. **Reliable**
   Proactive ingest and activate pipeline monitoring, alerting, and issue resolution

"The speed and simplicity of ingesting new data sources was a standout feature to the interviewed organizations. Previous solutions often spent multiple hours ingesting and orchestrating data, a task that took seconds to minutes with ActionIQ."

FORRESTER® **Total Economic Impact Report on ActionIQ**

1+ Trillion

Experiences activated per year by single ActionIQ client

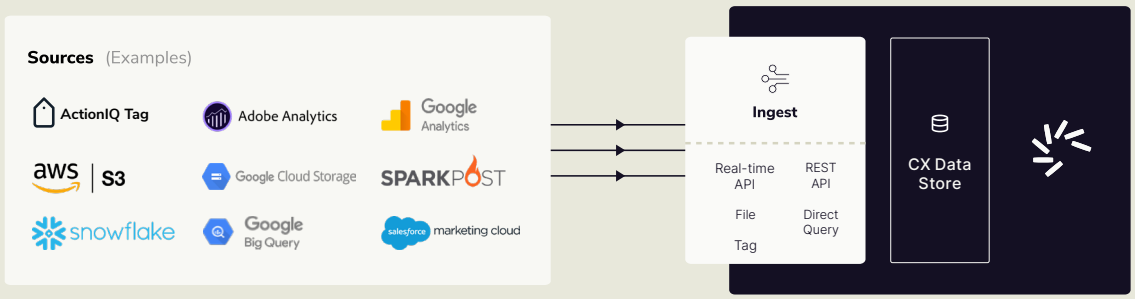
Ingest

KEY DIFFERENTIATOR

Progressive Data Transformation

ActionIQ ingests customer data as-is, without format or schema requirements, and transforms data at run-time, enabling you to leverage new data sources immediately without months of data prep by IT.

How it works



1. **Data Ingest Mechanisms**
   ActionIQ supports the following types of data ingest mechanisms:
   - **Real-time API** enabled pushed based streaming ingestion directly from source.
   - **REST API** using a pull based custom integration directly to source systems, including clickstream providers, ESPs, CRMs systems and more.
   - **File** based push transfer via SFTP, S3, and GCS.
   - **Direct Query** using a pull-based JDBC connection.
   - **Tag** natively integrated using AIQ SDK on your website and mobile application.
2. **Ingest Process Configuration**
   Tailor ingestion details for each data source and data set. Configuration includes the following options and more:
   - **Frequency.** Streaming ingestion, hourly, daily, etc.
   - **Topology.** Full replace, delta, incremental, hybrid.
   - **Encryption.** GPG/PGP.
   - **Compression.** gz, zip.
   - **Sentinel file** to signal the ActionIQ polling agent that data is ready to be ingested.
3. **Persistent Data Storage**
   All ingested data is persisted in ActionIQ's CX Data Store, creating a single consistent source of truth or all downstream applications.

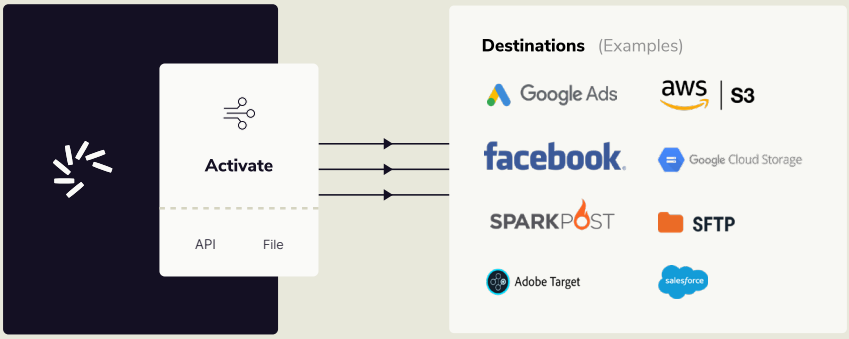
Activate

KEY DIFFERENTIATOR

Seamless Integrations

ActionIQ ensure data to transits seamlessly and at scale to downstream systems. User experience is greatly improved, removing duplicated efforts and back-and-forth between systems.

How it works



1. **Activate any channel.**
   Select the channel to activate, whether an engagement, sales, services or ad channel. Data can be activated via any of the following mechanisms:
   - **API** driven activation pushes data by directly integrating with the API of a downstream system.
   - **File**-based activation generates a data file, formatted to the target system's requirements, and pushes it to an accessible location for the downstream system to ingest.
2. **Attributes with Customer Id**
   Along with customer identifiers, select attributes to personalize the customer experience, or identify this experience in future reporting analysis. Light transformation specific to the downstream system can be defined at this stage.
3. **Automation**
   ActionIQ packages all the data and activates automatically according to the defined schedule.

ActionIQ Integration FAQs

How does ActionIQ integrate with in-house systems?

ActionIQ's standard capabilities include the ability to integrate with your existing systems, whether homegrown or procured from a vendor.

For data ingestion, the following integrations mechanisms are typical:

- **File-based integration.** Your in-house system generates files and drops them into a storage repository. ActionIQ picks up files from the repository.
- **API-based integration.** Your in-house system pushes data to ActionIQ's real-time REST API endpoint.

For activation, the typical approach is:

- **File-based integration.** ActionIQ pushes files to a storage repository accessible by your in-house system.

May I request ActionIQ to build new integrations?

Yes. ActionIQ places a strong weighting on client requests while planning and prioritizing the development of new integrations.

ActionIQ Integration Catalog

LIVE CONFIGURABLE

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INTEGRATION CATEGORY

Data Sources

SUBCATEGORY	SYSTEM				
Tag Management	ActionIQ Tag	Adobe Analytics	Adobe Analytics Livestream Trigger	Adobe Experience Cloud Triggers	Google Analytics
	Tealium	Segment			
Data Storage	Amazon S3	Google Cloud Storage	SFTP	JDBC	Azure Blob Storage
Data Lake, Data Warehouse, Database	Snowflake	Google BigQuery	Microsoft SQL Server	Amazon Athena	AWS Cloudwatch
	Databricks	IBM DB2	MongoDB	MySQL	PostgreSQL
	Redshift	SAP S/4HANA Cloud	Freshservice		

LIVE Integrations that are in production with existing ActionIQ clients.

CONFIGURABLE Integrations requiring additional configuration to deploy and customize to customers' specific workflow. Contact ActionIQ for more information.

INTEGRATION CATEGORY

Advertising

SUBCATEGORY	SYSTEM				
AdTech, Identity and Data Vendors	Google Ads	Facebook Ads	LiveRamp	Criteo	Snapchat
	TikTok	Twitter	Pinterest	Beeswax	Moloco
	DataXu	Digital Turbine	InMobi	Liftoff	Remerge
	Rokt	Newsbreak	Neustar	Anchor	The Trade Desk
	Spamhaus	Adroll	Aeries	Bing Ads	Blue Lava
	Blueshift	BriteVerify	Clearbit	Clubhouse	Crunchbase
	Datanyze	Dotdigital	FreeWheel Financial	FullContact	Google Ad Manager

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INTEGRATION CATEGORY

Advertising
(Continued)

SUBCATEGORY	SYSTEM				
AdTech, Identity and Data Vendors	Instagram	Kenshoo	LinkedIn	LiveIntent	MailboxLayer
	Mattermark	Musixmatch	Shutterstock	Simpli.fi	Verve
	Xverify	ZeroBounce			
Search & Social	Ahrefs	Alexa Top Sites	Buffer	Google Seach Console	Hootsuite
	Lithium	SEMrush	Sprinklr	Synthesio	Yext

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INTEGRATION CATEGORY

Engagement

SUBCATEGORY	SYSTEM				
Marketing Automation	Adobe Campaign	Oracle Responsys	Salesforce Marketing Cloud (SFMC) / ExactTarget	Acoustic Campaign	Act On
	Airship	Braze	ConvertKit	Customer.io	Demandbase
	Easypromos	Emarsys	GetResponse	GoSquared	Hatchbuck
	Ontraport	Omnisend	Opal	Remarkety	ReSci Retention Science
	Sendinblue	Sendoso	Sugar Market	Xpressdocs	Iterable
Email	Adobe Marketo Engage	Oracle Eloqua	Salesforce Pardot	CheetahMail	Listrak
	Twillo SendGrid	SparkPost	SailThru	YesMail	

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INTEGRATION CATEGORY

Engagement
(Continued)

SUBCATEGORY	SYSTEM				
Email	ActiveCampaign	Autopilot	AWeber	Benchmark	Campaign Monitor
	Campaign Monitor Commerce	Campaigner	CleverReach	Drip	Gmail
	Hunter	iContact	Kickbox	Klaviyo	Lemlist
	Mad Mimi	Mailchimp	MailerLite	Mailjet	PersistIQ
	Rare.io	Rejoiner	Sendlane	SendPulse	SmartrMail
	Vertical Response	WhatCounts			
SMS	Vibes	Attentive Mobile	MessageBird	Nexmo	Postscript

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INTEGRATION CATEGORY

Engagement
(Continued)

SUBCATEGORY	SYSTEM				
SMS	Twilio				
Direct Mail	Allant	Arandell	Baesman	Lob	LS Direct
	MasterPiece Printers	Alorica			
Web & Mobile Personalization	Adobe Target	Dynamic Yield	Instapage Trigger	Piano	Optimizely
	Unbounce	Zephr			
Customer Success & Support	AdmitHub	Conversica	Drift	Freshdesk	Gainsight
	Help Scout	Intercom	LivePerson	Retention Rocket	Skilljar Trigger

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INTEGRATION CATEGORY

Engagement
(Continued)

SUBCATEGORY	SYSTEM				
Customer Success & Support	Sparkcentral Trigger	Totango	Zendesk	Zoho Desk	
Event Management	Bevy	Bizzabo	Cvent	RegOnline	Eventbrite
	EventGeek	Splash	Swoogo		

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INTEGRATION CATEGORY

Sales & Services

SUBCATEGORY	SYSTEM				
Ecommerce	KWI	Salesforce Commerce Cloud	ShopRunner	Amazon Marketplace	AppDirect
	BigCommerce	ChannelAdvisor	Kibo	Adobe Commerce (Magneto)	ShipStation
	Shopify	Walmart Marketplace	Yotpo		
CRM	Salesforce Sales Cloud	Agile CRM	AspireIQ	Base	Boostr
	Capsule	ConnectWise	Copper	DealCloud	Dynamo
	Fastpath	Freshsales	Freshworks CRM	HubSpot	Keap (Formerly Infusionsoft)
	Insightly	Microsoft Dynamics	Microsoft Dynamics GP	Mindbody	Pipedrive

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INTEGRATION CATEGORY

Sales & Services
(Continued)

SUBCATEGORY	SYSTEM				
CRM	Pipeline	Pipeliner	Pipeliner CRM Cloud	Prosper Works	SAP
	ServiceNow	Streak	SugarCRM	Veeva	Virtuous CRM
	Wicket	Zaius	Zendesk Sell	Zendesk Sunshine	Zoho
Sales Enablement	Gong.io	Groove	Outreach	Salesloft	SalesRabbit
	Showpad	Velocify	Vennersys		
Contact Management	Affinity	ClickUp	Close	CloudFront	Constant Contact

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INTEGRATION CATEGORY

Sales & Services
(Continued)

SUBCATEGORY	SYSTEM				
Contact Management	Cue	Ellucian Ethos	Google Contacts	Grafana	Kanban Tool
	LeafLink	Lodash	LogicMonitor	STAT	Strava
	SureFire	Talkdesk	WorkflowMax	Zoho Creator	
Clienteling / POS	Tulip				
Call Center	Aircall	RingCentral			
Payment / Subscription Management	Braintree Trigger	Chargeback	Chargebee	Chargify	ChartMogul
	PayPal	Recurly	Rev.io	Square	Stripe

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INTEGRATION CATEGORY

Sales & Services

(Continued)

SUBCATEGORY	SYSTEM
Payment / Subscription Management	Parakeet (Formerly Zelo Pay)

LIVE Integrations that are in production with existing ActionIQ clients.

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INTEGRATION CATEGORY

Analytics

SUBCATEGORY	SYSTEM				
Reporting - BI	Domo	Tableau	Alida	Looker	Mode
	Power BI	ZoomInfo			
Digital & Data Analytics	Amplitude	FirstRain	Fulcrum	Fullstory	Keatext
	MetaCX	Mixpanel	Mixpanel Trigger		
Attribution	Branch	EMMA	Kochava		
Experiment / Testing	LaunchDarkly	Panaya	VWO		
Modeling, Data Science	APT	Alteryx	AWS SageMaker	Google Vision	IBM Watson

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INTEGRATION CATEGORY

Analytics
(Continued)

SUBCATEGORY	SYSTEM				
Modeling, Data Science	Microsoft Text Translate	RHO	WolframAlpha		
Alerting / Performance Monitoring	Bugsnag	Datadog	Keen IO	New Relic	
Surveys	Formstack	Jotform	Pendo	Promoter.io	Qualtrics
	Survey Monkey	SurveySparrow	Typeform	UserVoice	Wufoo

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INTEGRATION CATEGORY

Planning

SUBCATEGORY	SYSTEM				
Content Management	Adobe Experience Manager	Asset Bank	Bynder	Confluence	Kapost
	News API	NewsCred	Scoop	SearchBlox	Sitecore
	Uberflip	Welcome	Widen		
Project, Task Management, and Collaboration	Airtable	Asana	Atlassian	Basecamp	BMC Remedy
	Box	Brandfolder	Coda	Crossbeam	CrossCap
	DocRaptor	Dropbox	Front	G Suite	Google Docs
	Google Drive	Google Sheets	Google Tasks	Huddle	Jira

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INTEGRATION CATEGORY

Planning
(Continued)

SUBCATEGORY	SYSTEM				
Project, Task Management, and Collaboration	Lokalise	Microsoft Teams	Miro	Monday	Notion
	Office365	PandaDoc	Paymo	ProdPad	Productboard
	RUUM	SAP Business One	Sedna	SharePoint	Slack
	Smartsheet	Teamwork	Threads	Trello	
Developer Tools	Algolia	AWS CodeDeploy	AWS CodePipeline	AWS Comprehend	AWS Glue
	AWS Kinesis	AWS Lamba	AWS SNS	AWS SQS	Azure DevOps
	Bitbucket Server	FileMaker Pro	Firebase	GitHub	IBM MQ

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INTEGRATION CATEGORY

Planning
(Continued)

SUBCATEGORY	SYSTEM				
Developer Tools	Opsgenie	PagerDuty	Quickbase	RabbitMQ Trigger	Splunk HTTP Event Collector
	WordPress				
Access / Identity Management	Adobe User Management	AWS Cognito	Azure Active Directory	Microsoft Intune	Okta
	OneLogin	PDK			

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INTEGRATION CATEGORY

Custom API Integrations

SUBCATEGORY	SYSTEM		
Custom API Integrations	HTTP Client	SOAP Client	

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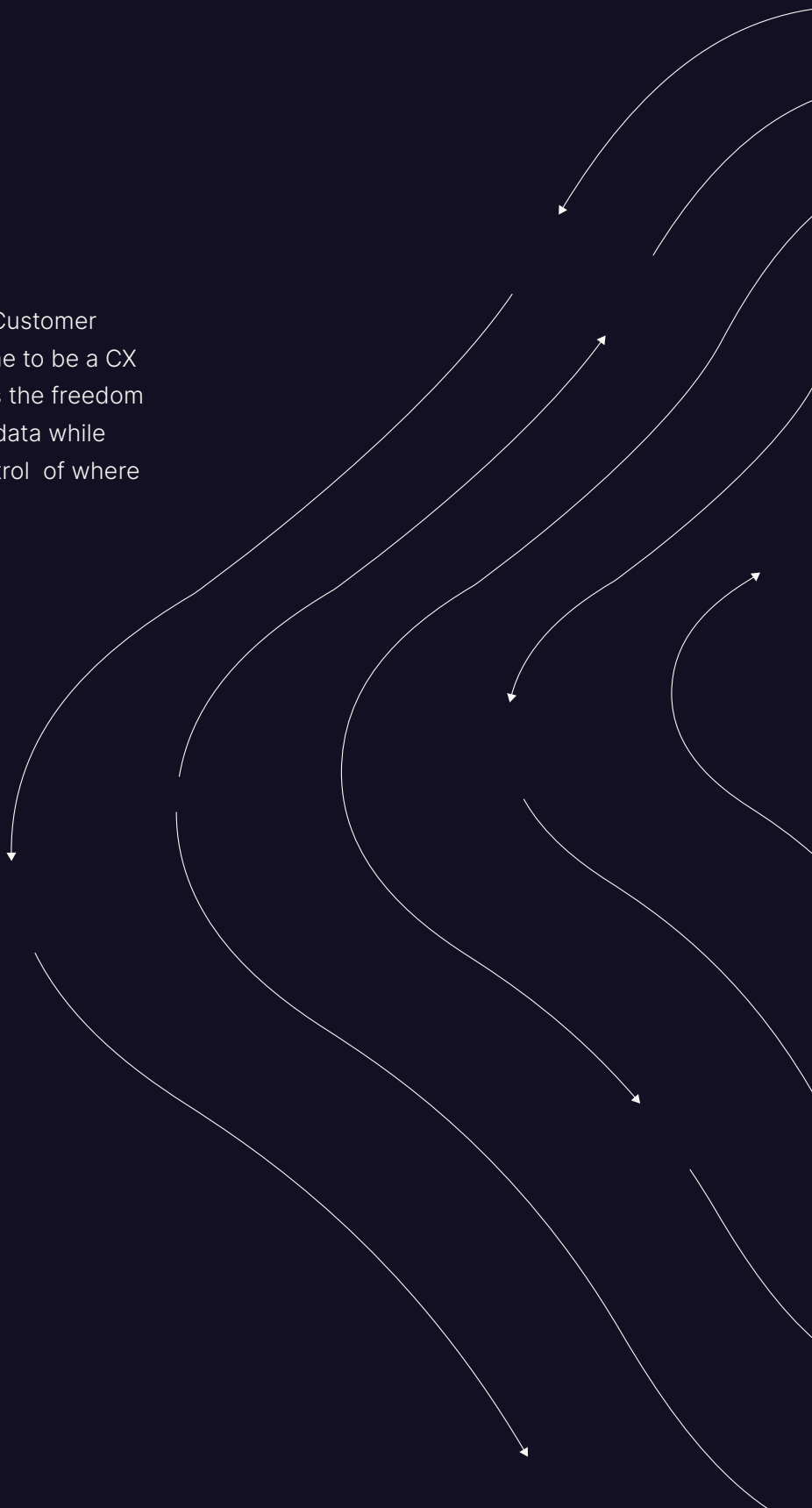
ActionIQ

AIQ brings order to CX chaos. Our Customer Experience Hub empowers everyone to be a CX champion by giving business teams the freedom to explore and action on customer data while helping technical teams regain control of where data lives and how it's used.

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