

# Snapshot

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## Company

Founded	2014
Founders	Tasso Argyros, Nitay Joffe
CEO	Tasso Argyros
Headquarters	New York City, NY
Investors	Andreessen Horowitz, March Capital, FirstMark Capital, Sequoia Capital
Total Funding	\$146 million

## About 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 extend and enhance existing technology investments to manage data governance, costs and performance. Enterprise brands such as Autodesk, M&T Bank, The New York Times, Neiman Marcus, Hertz and many more use our CX Hub to drive growth through extraordinary customer experiences.

## Customers



“My team worked closely with ActionIQ to identify the key data points that would enable marketing to self-service audience creation and gain insights, and finally get us off the SQL crazy train.”

David Hasler  
Former Dir. of Software Engineering



“Our teams are able to commit to what success looks like across customer journeys.”

Tzvetana Duffy Senior  
Director of Enterprise Engagement



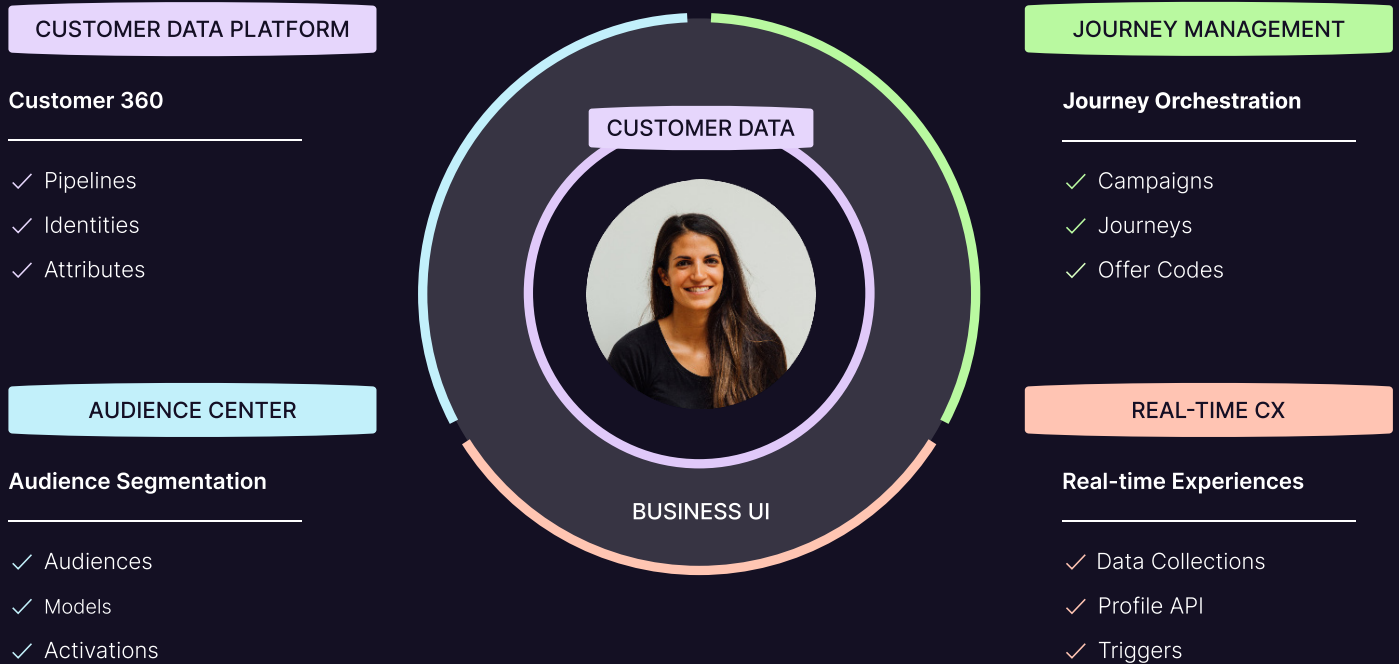
“We are truly enabling omnichannel personalization capabilities across the user journey - where the users are.”

Sankett Deshpande  
Director of Marketing & Advertising Platforms



# Customer Experience Hub

The ActionIQ Customer Experience (CX) Hub gives all teams direct but controlled self-service access to customer data to discover audiences and orchestrate experiences at scale.



## What You Get



### Agility

Help business teams move more quickly and independently.



### Adaptability

Help technical teams manage governance, cost and performance.



### Efficiency

Help every team work smarter instead of harder.

## How We Do It



### Self-Service Access

Give business teams direct access to data to self-serve their use cases.



### Modular Solutions

Add or expand capabilities easily to meet changing customer needs.



### Automation at Scale

Replace expensive and time-consuming processes with scalable automation.

Learn how the AIQ CX Hub helps you create a customer 360, segment audiences, orchestrate journeys and provide real-time experiences using powerful and fully customizable modular solutions.