ActionIQ

Solution Brief

ActionIQ CX Hub

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.

CUSTOMER DATA PLATFORM

Customer 360

- ✓ Pipelines
- ✓ Identities
- ✓ Attributes

AUDIENCE CENTER

Audience Segmentation

- ✓ Audiences
- ✓ Models
- ✓ Activations

CUSTOMER DATA

BUSINESS UI

JOURNEY MANAGEMENT

Journey Orchestration

- ✓ Campaigns
- ✓ Journeys
- ✓ Offer Codes

REAL-TIME CX

Real-time Experiences

- ✓ Data Collections
- ✓ Profile API
- ✓ Triggers

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.

Customer Data Platform

Create a single source of customer truth and obtain a comprehensive view of every customer.

What You Get

360-Degree View

Combine historical and real-time data to create a unified profile for every customer.

Data Governance

Centralize where data lives and how it's accessed and used across systems.

Business Agility

Resolve customer identities and create attributes for customer profiles on demand.

How We Do It

Pipelines

Control, monitor and access all customer data ingested into your customer data platform.

Identities

Manage and resolve identities across anonymous and known customers using machine learning and data partners.

Attributes

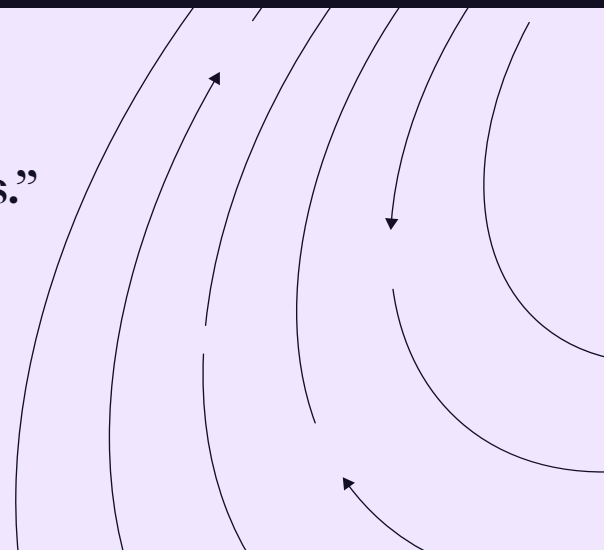Create and maintain customized profile attributes across any data set on the fly.

"Tying our different data sources together helped us build better predictive audiences."

Brigitte Barron
Director of Global CRM & Customer Growth

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Customer Data Platform Functionality

How It Works

→ Pipelines

- View and monitor data ingest pipelines using a dashboard.
- Ingest new data from existing sources with end-to-end workflow.
- Write and execute SQL queries on tables stored within AIQ.

◎ Identities

Advanced and flexible identity framework:

Identity

Join first-party data sets containing multiple user identifiers to create a private ID graph based on deterministic links.

IdentityPlus

Tailor identity resolution to data and use cases using deterministic and probabilistic modeling.

IdentityConnect

Resolve customer identities using an integration with a data and identity vendor.

IdentityEdge

Access customer identities in real time using integrations with demand-side platforms, walled gardens and other vendors.

Attributes

- Build customer 360 on top of AIQ storage or cloud-based enterprise data warehouse or data lake.
- Create customer attributes using drag-and-drop data fields.
- View join paths between selected customer fields and customer profiles.
- Define transformation logic and customize business rules using an SQL-like editor that applies and computes only at run time.
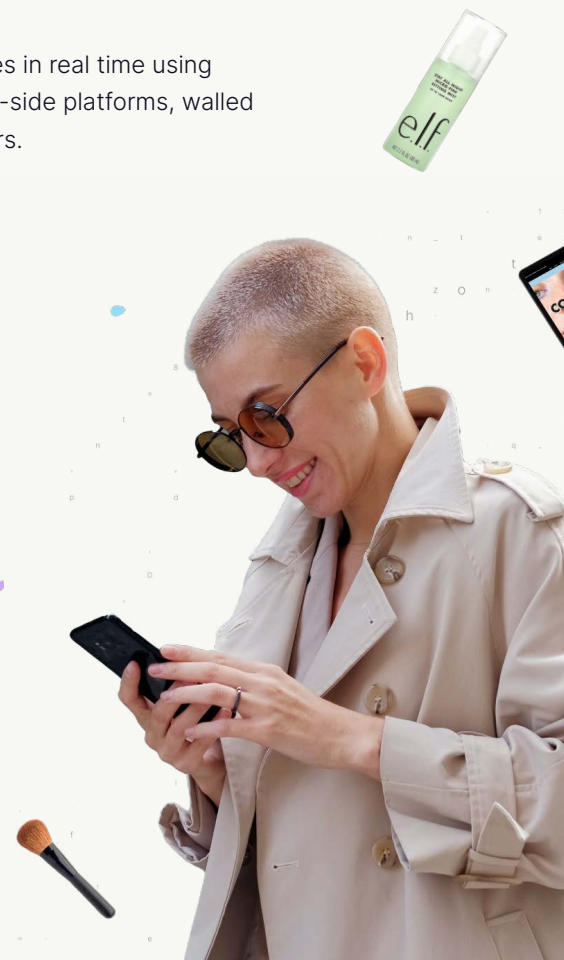
Audience Center

Understand and reach the right audiences while scaling customer segmentation speed and intelligence across your teams.

What You Get

Business Self-Service

Develop hyper-segmented audiences in minutes instead of months.

Organizational Speed

Build, launch and refine targeted marketing campaigns.

Operational Flexibility

Integrate with existing tools, processes and channels.

How We Do It

Audiences

Create granular customer segments in minutes. Build and analyze audiences without code or dependence on IT.

Models

Build advanced lookalike audiences and predict customer behaviors. Train, test and refine models.

Activations

Refresh audience lists automatically using up-to-date customer data. Schedule and monitor audience exports across any channel.
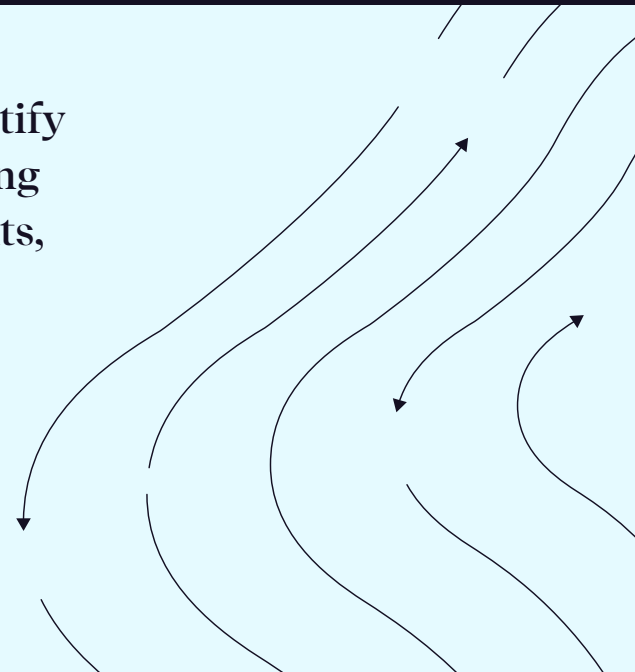
"My team worked closely with ActionIQ to identify the key data points that would enable marketing to self-serve audience creation and gain insights, and finally get us off the SQL crazy train."

David Hassler
Former Director of Software Engineering

pandora

Audience Center Functionality

How It Works

Audiences

- Define and size audiences using a no-code interface.

- Select and filter on attributes within customer 360 (e.g., location, loyalty status, products browsed, app clicks, etc.).

- Mix and match existing audiences to create, expand, combine and suppress segments.

- Generate audience insights and analytics using fallout reporting, overlap analysis, attribute distribution and dimension count.

Models

Attain predictive analytics using native and off-platform modeling options:

Native Models

Operationalize a library of pre-trained, use case-specific models (e.g., likelihood to churn, project customer lifetime value, ideal send time, etc.) configured to custom business rules

Lookalike models

Train, score and operationalize lookalike populations across any audience and use case while configuring accuracy thresholds and scoring features for importance.

Hosted models

Host and operationalize models built by data science teams outside of AIQ using machine learning framework and attribute translation layer.

Activations

- Recalculate audiences using the freshest batch and streaming data sets.

- Export audiences within AIQ to external or in-house systems.

- Store universal contact history metadata for every profile within an activated audience in AIQ's unified persistent data layer.

Journey Management

Drive results across the customer lifecycle and manage customer experiences from acquisition to retention.

What You Get

Omnichannel Engagement

Build, launch and monitor customer journeys across all channels and touchpoints

Sophisticated Strategy

Customize multi-step customer journeys for different audiences, actions and use cases.

In-Depth Analysis

Test, measure and iterate on cross-channel journeys while reporting on performance.

How We Do It

Campaigns

Plan and perfect omnichannel campaigns. Monitor, test and report on performance.

Journeys

Orchestrate multi-step omnichannel customer journeys. Optimize journeys for different audiences, channels and objectives.
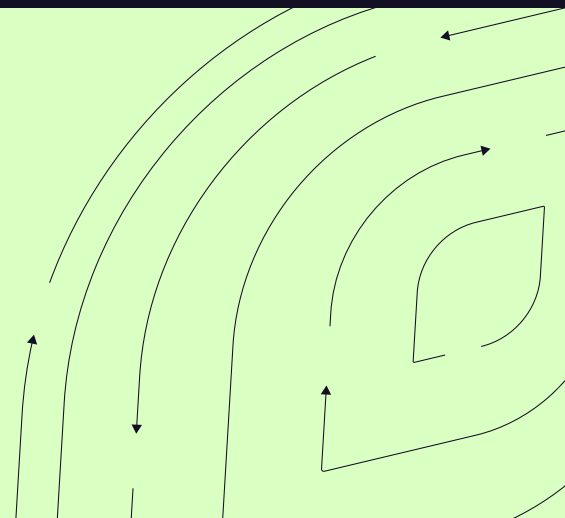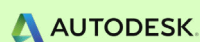
Offer Codes

Deliver unique, single-use offer codes across all channels. Streamline offer management with code assignment storage.

"Our teams are able to commit to what success looks like across our customer journeys."

Tzvetana Duffy
Senior Director of Enterprise Engagement

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Journey Management Functionality

How It Works

Campaigns

- Select one or more channels in which to activate audiences and attributes.

- Select one or more audiences to activate within destination channels.

- Select one or more attributes to be used for channel execution, personalization fields and offer codes.

- Manage holdout groups and A/B audience splits across channels.

- Define one-time activations or schedule customer experiences to be pushed automatically at a predefined frequency.

Journeys

- Design end-to-end journeys using a drag-and-drop canvas.

- Activate existing audiences used in other journeys or new audiences created by business users and customer models.

- Manage wait times and split audiences based on customer response behaviors and profile attributes.

- Manage holdout groups across the entire journey and within specific branches to measure lift.

- Set exit criteria to remove audiences from journeys prior to completion.

- Select one or more channels in which to activate audiences and attributes.

Offer Codes

- Import codes to simplify the creation of special offers and rewards programs.

- Automate code assignment with one unique code per customer record and use persistent code assignment storage to streamline offer management.

- Deliver offers across all channels to support marketing, sales and customer service use cases.

Real-Time CX

Create real-time experiences that matter using the full customer profile to power every interaction.

What You Get

Centralized Collection

Collect and unify real-time customer events in one location for decisioning and activation.

Complete Intelligence

Combine both streaming and historical data to power personalized real-time experiences.

Omnichannel Activation

Orchestrate and monitor real-time customer experiences across every channel.

How We Do It

Data Collections

Use existing streaming sources or the AIQ Tag to collect and unify real-time customer events.

Profile API

Power inbound decisioning using the full customer view. Do away with fragmented and siloed customer data.

Triggers

Provide real-time outbound experiences across any channel. Inform experiences with event data and historical customer profiles.

"We are truly enabling omnichannel personalization capabilities across the user journey where the users are."

Sankett Deshpande
Director of Marketing & Advertising Platforms

Albertsons
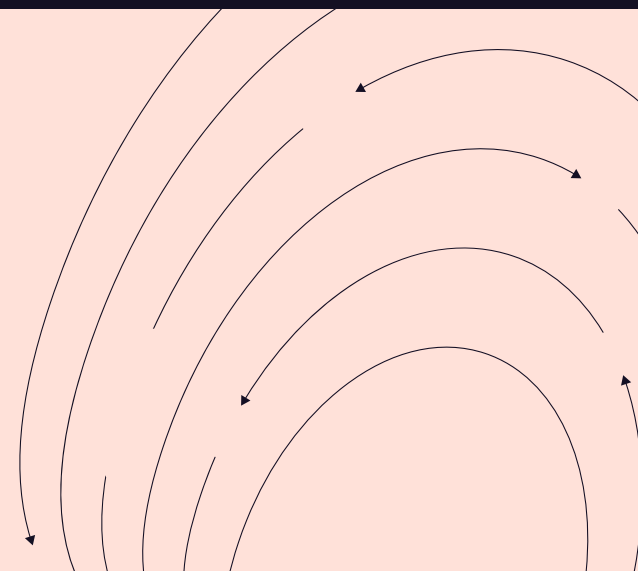
Real-Time CX Functionality

How It Works

Data Collections

Achieve real-time data collection using two options:

AIQ Tag

Track user behavior across website visits and application usage with a natively integrated tag.

Streaming API

Stream real-time data from any system directly into AIQ with an open API.

Profile API

- Call AIQ API with a single piece of identity information (e.g., email address, phone number, etc.).

- Resolve customer identities and return attributes, audience membership and other profile information from AIQ in milliseconds.

Triggers

- Stream real-time customer events using AIQ's API endpoint and tag.

- Match streaming customer IDs to known customer records to resolve customer identities in real time.

- Apply qualification rules based on contextual information and filter based on customer profiles stored in AIQ.

- Manage contact frequency and suppress profiles the are not qualified to receive the same trigger again within a certain time period.

- Select one or more channels and/or downstream systems to activate out of AIQ

Discover the Power of Data in Motion

Bring order to CX chaos and make every team member a CX champion with the AIQ CX Hub.

Get Started

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.

Learn more at actioniq.com