



REVOLUTION

— 2018 IMAG CONFERENCE | JUNE 13 - 14 | BOSTON —

WELCOME

THE RIGHT TO WIN

MIKE WOODS

VICE PRESIDENT SALES & CLIENT SERVICE
ACXIOM

Why Certain Experiences Have Extraordinary Impact

New York
Times
Bestseller

THE POWER OF MOMENTS

CHIP HEATH & DAN HEATH
The bestselling authors of *SWITCH* and *MADE TO STICK*

ELEVATION

PRIDE

DEFINING
MOMENTS

INSIGHT

CONNECTION

**DO YOU HAVE A WINNING
DATA STRATEGY?**

BUILD CONSENSUS

Agreement On Key Use Cases

Audience Development

Measurement & Analytics

Omnichannel Ad Sales

Personalized Content

Data Monetization

Collaborative Partner
Marketing

**Do You
Have a
Winning
Data
Strategy?**

START SMART

Unified Data Framework

**Agreement
On Key Use
Cases**

Centralized & Standardized

Clean, Current & Connected

Enhanced, Accurate &
Actionable

Ethically Sourced &
Privacy Compliant

LESSONS LEARNED

Move Data to The Center
of The Enterprise

Think Beyond Tools &
Applications

Manage Uncertainty by
Planning for Change

Consider The Cost of
Doing Nothing

A WINNING COMBINATION

ELEVATION

PRIDE

INSIGHT

CONNECTION

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WELCOME FRAN MIDDLETON

America's Test Kitchen

The Power of Our Brand: Multi-Platform Reach

