

Personal Care & Beauty Brand Sees the Beauty in CCPA

Challenge: A well-known multinational chain of personal care and beauty stores didn't view the California Consumer Privacy Act (CCPA) as an obstacle. Instead, the global beauty brand saw an opportunity to enhance its data quality.

Solution: Knowing that its leadership needed to be brought up to speed on data management, the beauty and personal care brand enlisted Acxiom to deliver a DARIA engagement package providing one-one-one expert counsel.

Results: Not only was the beauty brand updated on CCPA compliance, the renowned beauty brand is moving forward with augmenting the company's data management infrastructure.

Launched a **3 week**



Data Engagement

Bundled



CIA & DHA services

As a strategic data partner, Acxiom provided guidance and unique data management solutions to grow the beauty and personal care brand's global market share

Briefed & prepared for



CCPA Regulations

Recognized need for



Identity Solutions
and other services