

aws marketplace

ActionIQ Platform

Reviews, tips, and
advice from real users



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Product Recap

 ActionIQ Platform

ActionIQ Platform Recap

The ActionIQ Platform excels in managing and integrating customer data across sources, offering a unified view that enhances targeting and personalization. It enables tailored, multi-channel marketing campaigns and provides real-time insights for quick, data-driven decisions. Users appreciate its robust data integration, powerful segmentation, and intuitive interface, which collectively improve operational efficiency and marketing effectiveness.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✔ “From the manual process of marketing campaigns which used to run earlier, ActionIQ Platform helped us by reducing 80% of the effort, and as mentioned, the accuracy of the campaigns increased to 98 to 99%.”



Deepak Basuri

Consultant at a consultancy with 10,001+ employees

- ✔ “Audience creation that previously required multiple teams and several days of work could be completed by marketers in a matter of hours.”



Anumula Hitesh

Senior Business Development Executive at Digitaltrack

- ✔ “ActionIQ Platform positively impacts my organization by saving both time and cost.”



Abhays Singh

Sr. US Payroll & Timesheet Executive at Mindlance

What users had to say about valuable features:

“ActionIQ Platform has been a very helpful tool in designing our entire customer data platform in our wealth management domain, which has been really helpful to segregate the participants according to their eligibility and it has worked very efficiently to target out the participants according to the perfect use case.

“The best feature that ActionIQ Platform provides is it is able to handle a very large amount of data. It comes handy with the big data tools such as Snowflake and Databricks. These provide a very handy feature to handle a very large amount of data. At the same time, the second best feature is creating out the rules and the eligibility criteria for the participant. It works very efficiently to target the participant according to the eligibility criteria that we set and which helps us a lot in the reconciliation process. That is all that I found very valuable with ActionIQ Platform..”

Deepak Basuri

Consultant at a consultancy with 10,001+ employees

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The strongest feature of ActionIQ Platform is its ability to make customer data accessible to business users without requiring deep technical expertise. The marketing team can build and modify audience segments themselves instead of relying on the engineering team for every request. Another feature I find valuable is the unified customer profile. Having data from multiple sources available in one place gives a much clearer view of customer behavior and helps the team make more informed targeting decisions. I also appreciate the audience segmentation capability. ActionIQ Platform allows you to create fairly sophisticated audience segments using behavioral, transactional, and demographic data while still keeping the interface user-friendly.

The activation piece is another major advantage. Once audiences are built, they can be pushed to different marketing channels without a lot of manual effort, which helps reduce operational delay. If I had to pick the top three features, I would say the unified customer view, self-service audience segmentation, and seamless activation across channels. Integration management stands out as valuable because it helps move audiences and insights into marketing tools without a lot of manual effort. When multiple teams are creating audiences and campaigns, transparency is important to understand where data is coming from and how segments are defined. I also appreciate the reporting and audience insight capability. While I would not consider it a dedicated BI or analytics platform, it gives marketers enough visibility to understand audience size, campaign readiness, and segment performance without constantly switching between tools.

“What stands out to me is not necessarily one specific feature, but how ActionIQ Platform helps shorten the path from customer data to marketing action. Across the industry, many companies focus heavily on collecting data, but they struggle to operationalize it. The real value comes from turning customer data into actionable marketing decisions. .”

Anumula Hitesh

Senior Business Development Executive at Digitaltrack

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“The key features that ActionIQ Platform offers include customer data unification, identity resolution, audience segmentation, journey orchestration, real-time data access, composable architecture, and the governance and security it provides.

“The most valuable feature for me is that it removes duplicacy, allowing us to avoid working on multiple data pipelines. It effectively reduces operational overhead and enhances infrastructure utilization as ActionIQ Platform works directly on cloud data warehouses, which enables us to reuse existing infrastructure and avoid provisioning additional customer data warehouses. This improvement also reduces the support requests with ActionIQ Platform, allowing business users to create audiences themselves, resulting in fewer tickets for record access and more time to focus on platform reliability.

“ActionIQ Platform helps marketers target customers more accurately, yielding benefits such as lower customer acquisition costs, better conversion rates, and reduced wasted advertisement spend.

“ActionIQ Platform positively impacts my organization by saving both time and cost. In terms of time savings, it accelerates audience creation. Business users can create customer segments using a visual interface without having to wait for SQL development, data engineering work, or analytics team support. It also speeds up access to customer data, allowing teams to get direct access to customer information without complex requests, which expedites marketing campaigns, customer engagement programs, and personalization efforts. It reduces data pipeline delays because ActionIQ Platform can operate directly on warehouse data, resulting in fewer ETL delays and less stale data, leading to faster decision-making. Additionally, marketing, sales, and analytics teams become more self-service, reducing dependency on technical teams. As for cost savings, it helps reduce duplicacy data costs and lowers energy costs since business teams can build audiences and campaigns independently, leading to fewer engineering requests, less developer time spent on reporting, and lower operational workloads. It also reduces infrastructure costs; my organization can utilize existing Snowflake, Redshift, DataBricks, and BigQuery investments, avoid purchasing extra customer data infrastructure, and eliminate the need to maintain duplicate systems, representing key areas where we save costs..”

Other Solutions Considered

“We considered some other platforms before choosing ActionIQ Platform, but they were much more expensive. After evaluating the cost and benefits, we decided on ActionIQ Platform..”

Abhays Singh

Sr. US Payroll & Timesheet Executive at Mindlance

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“This was something which POCs were done by the infra team and I did not have much insight into this aspect of it. ActionIQ Platform on all of the front was a clear winner. That is the reason the infra team went ahead with ActionIQ Platform..”

Deepak Basuri

Consultant at a consultancy with 10,001+ employees

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Before using ActionIQ Platform, we relied on a combination of internal data processes and marketing tools rather than a dedicated customer data platform. Customer information was spread across multiple systems, and audience creation often required support from a data engineering or analytics team. One of the main reasons for moving to ActionIQ Platform was the need for a more unified customer view and greater self-service capability for marketers. The existing process worked, but it was time-consuming and made it difficult to react quickly to changing business needs or customer behavior.

Anumula Hitesh

Senior Business Development Executive at Digitaltrack

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“Previously, everything was running on the big data side, the Salesforce marketing team was doing the marketing and the back end was from the Hadoop. It was not that effective given the customer data platform, how easily we could create on ActionIQ Platform was missing on the Hadoop platform..”

Deepak Basuri

Consultant at a consultancy with 10,001+ employees

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I am not directly involved in the final vendor selection process, so I cannot speak to every product that was evaluated before choosing ActionIQ Platform. However, during discussions around customer data platforms, some commonly considered vendors include Adobe Real-Time CDP, Salesforce CDP, Tealium AudienceStream, and Segment as they are all well-known players in the customer data space. From what I understand, the key evaluation criteria were not just features, but also ease of use for marketers, integration capability, scalability, time to value, and how the platform fits into the existing technology ecosystem.

Anumula Hitesh

Senior Business Development Executive at Digitaltrack

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ROI

Real user quotes about their ROI:

I would say we see a positive return on investment from using ActionIQ Platform, although it is difficult to attribute ROI to a single platform because campaign performance depends on multiple factors. The most measurable benefit is time saving. Before ActionIQ Platform, audience creation often involved multiple requests to the data or engineering teams and could take around four to five days. With ActionIQ Platform, marketers can create and modify many audiences themselves, reducing that process to a few hours or even the same day in some cases. We also benefit from increased team productivity. Rather than spending time pulling lists, validating data, and coordinating across teams, marketers can focus more on campaign strategy, testing, and optimization. From a campaign perspective, we see improvement in engagement and repeat purchase rates because audience targeting becomes more precise.

Anumula Hitesh

Senior Business Development Executive at Digitaltrack

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“After using ActionIQ Platform, it was able to record all the targeting that we do to the end client and it used to give us a very exact number of what was the feedback. When we integrated it with Salesforce, we were able to achieve a very good feedback on how the end participant responded to the campaigns for which we were targeting them. We found that from the traditional marketing campaigns which we used to drive earlier, after using ActionIQ Platform, there has been a very great boost to the business. Around the campaigns were successful to a point of 98 to 99%.

“We measure this metric by looking into the feedback that we get from the Salesforce team. From all the participants that we send out the marketing campaigns, we look into the metrics of how many participants have responded back positively. Then what was the gaps between communication and all, we try finding it out. We have integrated our ActionIQ Platform with SFMC for our email-based targeting. We have used ActionIQ Platform for ad-based campaigns as well. From all this feedback, whatever we get from the downstream are also consumed into ActionIQ Platform as a feed file, which helps us look into the metrics of the number of participants whom we targeted and the feedback file that we receive. 98 to 99% of these participants we got feedback, whatever be their decision on the final product that we offered to them.

“As for the business metrics we got in our monthly report, ActionIQ Platform really helped us save our time and then on the resource as well. From the manual process of marketing campaigns which used to run earlier, ActionIQ Platform helped us by reducing 80% of the effort, and as mentioned, the accuracy of the campaigns increased to 98 to 99%..”

Deepak Basuri

Consultant at a consultancy with 10,001+ employees

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Use Case

“The major use case that we do here is designing the entire customer data platform on ActionIQ Platform. As part of an investment bank, we have multiple products to offer to our clients. The different kinds of products that we have to offer to clients are designed out in ActionIQ Platform based on the different eligibility criteria of the client. As per the eligibility criteria, participants get picked into one or other products according to the design condition that we create and different models on ActionIQ Platform.

“The eligibility criteria that we set up in ActionIQ Platform is more like a drop-down feature that we have in ActionIQ Platform. If an international indicator of a participant is yes, that means they are resident to the US or some other country. These all kinds of fields would be there. If a participant's stocks are getting vested in the next 30 days, these all eligibility criteria we set on ActionIQ Platform. Then the age bracket of the participant, we set it on ActionIQ Platform. Then for specific companies to which these participants are belonging, those all conditions we also set up. Then on the wealth criteria, if a participant is falling under a wealth criteria of 100k to 200k dollars or more than 200k dollars, these all wealth brackets are also being set up on ActionIQ Platform. The data that we use basically comes from the Hadoop and Snowflake, where we take this big data from our upstream sources. Then we use it in ActionIQ Platform to design our customer data platform..”

Deepak Basuri

Consultant at a consultancy with 10,001+ employees

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“ActionIQ Platform is used to unify customer data from multiple systems and create a single customer view, build customer segments, and activate that data across marketing, sales, customer support, and digital channels. It can work directly with existing data warehouses such as Amazon Redshift, Snowflake, BigQuery, and DataBricks instead of requiring large resources. It connects data from different sources, creates unified customer profiles, helps business teams use customer data without writing SQL, enables personalized customer experiences, supports data governance and security, and works with existing cloud data infrastructure.

“In day-to-day work, my team focuses on data duplication. ActionIQ Platform removes the data duplication and also reduces data pipeline management. Engineers create and maintain multiple ETL pipelines to move customer data between systems. With ActionIQ's composable architecture, less data movement occurs, leading to fewer ETL jobs and fewer synchronization issues. It reduces operational overhead and provides better infrastructure utility and utilization. ActionIQ works directly on cloud data warehouses, which means existing infrastructure is reused, eliminating the need to provision additional customer databases and improving resource utilization and security. As a DevOps team, we manage compliance, apply role-based access control, establish audit trails, centralize governance, and implement data residency controls.

“We use audit logs to monitor and audit data usage within ActionIQ Platform..”

Abhays Singh

Sr. US Payroll & Timesheet Executive at Mindlance

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I have been working with ActionIQ Platform primarily as a customer data and audience management platform, and my main use case has been bringing together customer data from multiple sources such as CRM system, website interaction, mobile app activity, and transaction data to create a unified customer view. Once the data is consolidated, I mainly use ActionIQ Platform for audience segmentation and campaign activation. The marketing team often needs to identify customers based on behavior, purchase pattern, or engagement level, and then send those audiences to channels such as email, paid media, or a personalization platform.

One project that stands out is a customer retention campaign for an e-commerce business, where the marketing team wanted to reduce churn among customers who had purchased in the past but had not engaged with the brand for the last 60 to 90 days. Using ActionIQ Platform, we brought together transaction history, website behavior, email engagement, and loyalty program data to create a unified customer profile. Based on that data, we built several audience segments instead of treating all inactive customers the same. We separated high-value customers, occasional buyers, and customers who had only made a single purchase. The marketing team then personalized messaging for each segment. High-value customers received loyalty-based offers, while occasional buyers received product recommendations based on their previous purchases. These audiences were activated across email and paid media channels directly through ActionIQ Platform interactions.

“For this particular campaign, we measured the impact using a combination of engagement, conversion, and retention metrics rather than looking at a single KPI. We created a test and control approach where one group received the personalized campaign built from ActionIQ Platform segments, while another group received the standard marketing communication. This allowed us to measure the actual incremental impact. The personalized audience segment showed around 15 to 20 percent improvement in email engagement and noticeable lift in repeat purchases compared to the control group. From a business perspective, one of the biggest wins was not just the campaign performance; it was operational efficiency. Audience creation that previously required multiple teams and several days of work could be completed by marketers in a matter of hours. Revenue attribution is always a bit tricky because multiple channels influence customer behavior, so I try

not to claim that ActionIQ Platform alone drove the specific revenue number. However, it definitely improved targeting accuracy, reduced time to market, and helped the business make better use of its customer data. One thing I have learned is that the success of a Customer Data Platform project is not only about technology. The biggest challenge is often data quality and business adoption. Even the best audience segmentation will not deliver results if the underlying data is not reliable or if teams do not trust or use the insights consistently. .”

Anumula Hitesh

Senior Business Development Executive at Digitaltrack

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“My experience with pricing, setup costs, and licensing shows that it is costly, but the costs are useful. There is no negative impact from the cost of ActionIQ Platform because the money we invest can be saved in other areas of my organization..”

Abhays Singh

Sr. US Payroll & Timesheet Executive at Mindlance

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“Initially, when we set up, there were initial challenges, but the in-house ActionIQ Platform tech team was also very much helpful. Whenever there were some blockers or some issues, they used to come in handy and then they would walk through the platform, whether it be with the connections or whether it be with any reconciliation issues. All those gaps that we found initially were being completely resolved by the in-house ActionIQ Platform tech team. So we did not find much challenges and it was very much handy for us to work around with ActionIQ Platform in the coming days..”

Deepak Basuri

Consultant at a consultancy with 10,001+ employees

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Customer Service and Support

Overall, my experience with ActionIQ Platform's customer support has been positive. The support team is generally responsive and willing to work through issues, especially for platform-related questions, integration, and troubleshooting. For routine issues or questions, response times are usually reasonable, and we are able to get answers without significant delays. For more complex cases involving data flows, integration, and platform configuration, the resolution process could take longer, but that is fairly typical for enterprise software.

Anumula Hitesh

Senior Business Development Executive at Digitaltrack

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“The customer support for ActionIQ Platform is good; they are available to help whenever needed.

“I rate customer support an eight on a scale of one to ten..”

Abhays Singh

Sr. US Payroll & Timesheet Executive at Mindlance

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“The customer support team of ActionIQ Platform was very much helpful. They used to connect with us on a weekly and bi-weekly basis with all the queries and doubts that we had along the platform or setting up the infra. Anywhere we had any queries, they were very much proactively helping us in this scenario, which did not make it feel challenging for us and we could deliver the deliverables on time..”

Deepak Basuri

Consultant at a consultancy with 10,001+ employees

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Other Advice

“ActionIQ Platform gives a holistic solution. If you are looking to build a customer data platform or dealing with a very large amount of data to build out the different marketing campaigns, it comes in as a very handy tool.

“We work very closely with ActionIQ Platform as a partner.

“I felt all good in my experience with ActionIQ Platform. I would rate this review a 10..”

Deepak Basuri

Consultant at a consultancy with 10,001+ employees

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“My organization deploys ActionIQ Platform in the public cloud.

“ActionIQ Platform integrates with our marketing tools effectively.

“We manage user access and permissions within ActionIQ Platform through role-based access control.

“It supports compliance requirements in my organization, particularly GDPR.

“Maintaining ActionIQ Platform is a regular process in my organization.

“My advice to others looking into using ActionIQ Platform is that if it is suitable for them, they should definitely use it because it is a good platform. I rate this review a seven on a scale of one to ten..”

Abhays Singh

Sr. US Payroll & Timesheet Executive at Mindlance

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One thing I appreciate about ActionIQ Platform is that it enables business users to create and manage audiences without relying heavily on engineering teams. A common challenge I have is ensuring data consistency across source systems. ActionIQ Platform can provide powerful insights, but the quality of segmentation still depends on having well-governed and reliable underlying data. This is an industry-wide challenge that many organizations are still working through.

In my experience, the accuracy and reliability of ActionIQ Platform have generally been good, but I think it is important to set realistic expectations around AI capabilities. I would not treat AI-generated insights or recommendations as something that should be accepted without validation. For the use cases I have seen, the outputs have been consistent when the underlying data is clean and well-structured. That is really the key factor. If customer profiles, behavior data, or audience attributes are incomplete or inconsistent, the quality of the output can be affected regardless of the platform. What I found trustworthy was that ActionIQ Platform's audience building and customer data capabilities were transparent enough that teams could understand the logic behind the results. This visibility helped build confidence because users can verify outcomes instead of treating them as a black box. That said, there were occasions where we still performed manual validation, especially for high-impact campaigns. If I had to summarize, ActionIQ Platform has been reliable and trustworthy for day-to-day business use, but I view AI as a decision support tool rather than a decision maker.

“My advice would be to start with a clear business objective rather than focusing solely on technology. ActionIQ Platform is powerful, but I believe you will get the most value from it if you know exactly what problem you are trying to solve, whether that is customer retention, personalization, audience management, or campaign efficiency. I would also recommend investing time in data quality and governance before implementation. In my experience, the success of any CDP depends heavily on the quality of the underlying data. Even the best platform will not deliver great results if customer records are inconsistent or fragmented. I would rate this platform an 8 out of 10 overall. .”

Anumula Hitesh

Senior Business Development Executive at Digitaltrack

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