



acxiom®

# Acxiom Precision Marketing

Online. Offline.  
Your Customer in Focus.



# Do You Really Know Your Customer?

Your customers connect with you across many channels and touch points. Their expectations are higher than ever. But do you really know what they want?

Do you know the types of offers and creative they like best?  
Do you know which channels they prefer?  
Do you know when and how often you're reaching them?

If you could accurately bring your customer signals together, both online and offline, while respecting your customer's privacy, your insights would drive better marketing decisions.

You could see the impact your marketing makes across product, offer, channel and geographies. You could match creative to the right audiences. You could truly differentiate your company with great customer experiences.

You could really know your customers.



## A Unified Customer View Accurate and Privacy Safe

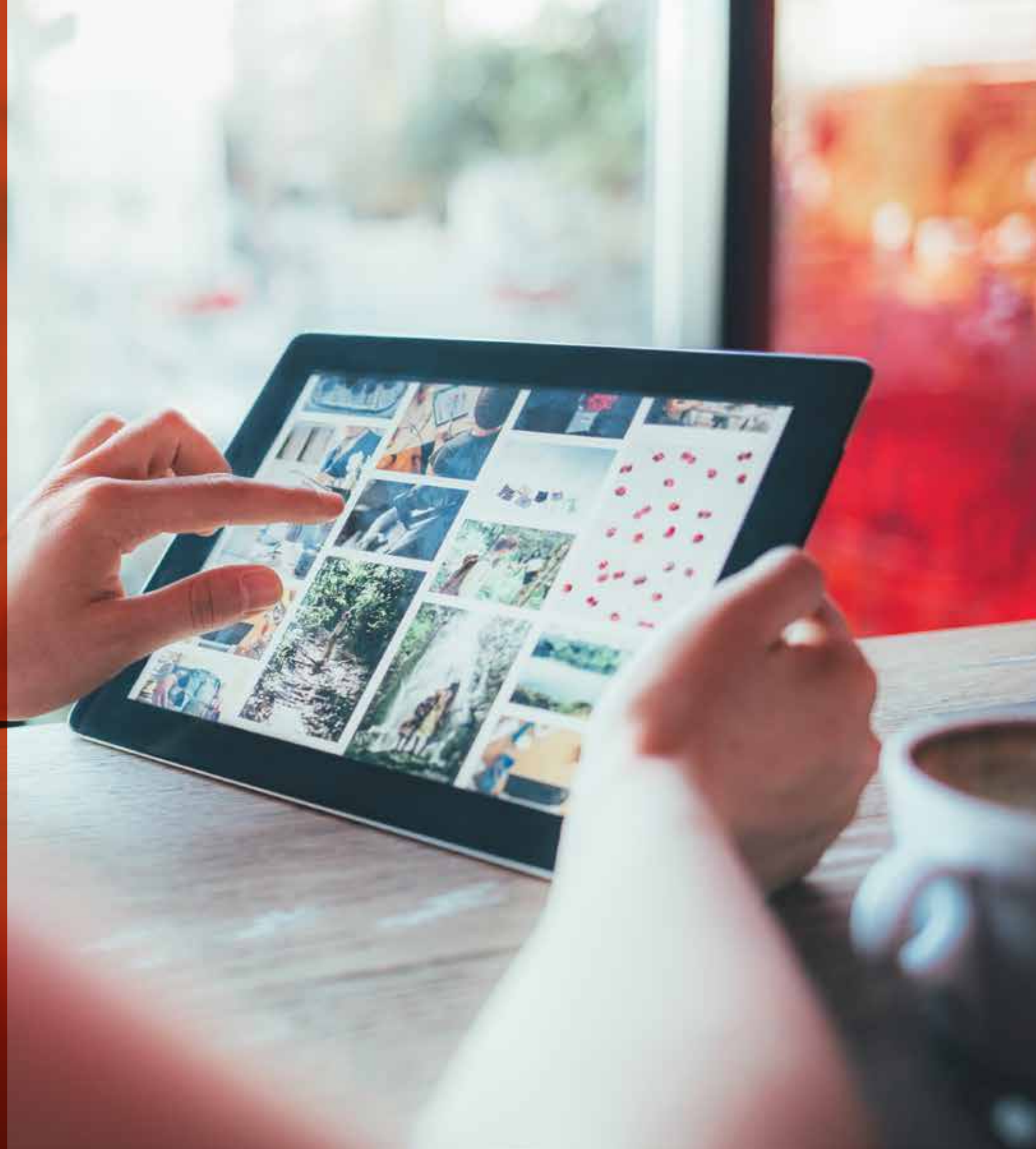
The Acxiom Marketing Analytics Environment™ optimizes your investment across all marketing channels — online and offline. It brings together your customer and prospect data, as well as your online and offline sales transactions. It brings together digital ad exposure records and site visitation data. It brings together your online promotion and offline contact history data. It handles personally identifiable information in a way that respects consumer privacy. From campaign to campaign, the Acxiom Marketing Analytics Environment creates consistent customer views that provide accurate 1:1 measurement of your marketing performance.

Customer insights are further enriched by Acxiom's industry-specific consumer data, a high performance and scalable analytic toolset, and client-specific guidance and recommendations from our marketing data science experts. Best of all, the environment is a turnkey solution, so you don't need to install a big data environment, hire expensive data scientists, or reorganize your business units.

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### Benefits

- + Improve customer engagement with targeted messages and offers
  - + Increase brand loyalty and acquisition using precise models and client-specific programs
  - + Optimize marketing spend ROI
  - + Make smarter marketing decisions with more accurate information
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# Bring Online and Offline Together... Accurately

Many of the campaign reports marketers use today represent fragmented views that don't close the marketing loop with real customer online and offline activity. They're based on digital identities so you don't know who is actually seeing your offers, who's buying offline, which creative is driving sales, or many other important metrics that drive your marketing strategy.

The Acxiom Marketing Analytics Environment is designed to tie online marketing impressions to real people and offline sales. As a result, you can gain a true picture of your customer across channels, offers and creative for your analysis and marketing performance measurement.

## Benefits

- + Identify high and low performing channels, publishers, audiences, geographies and time of day
- + Match creative to the right audience
- + Reduce acquisition costs
- + Increase conversions



# Fully Engage Prospects

The Acxiom Marketing Analytics Environment not only brings together the diversity of customer signals but also connects relevant marketing attributes. Now you can find and score your prospects based on their behaviors and characteristics, increasing the likelihood of delivering relevant and engaging content that drives successful conversions. You can even build new prospecting models from the online / offline behavior of your best customers.

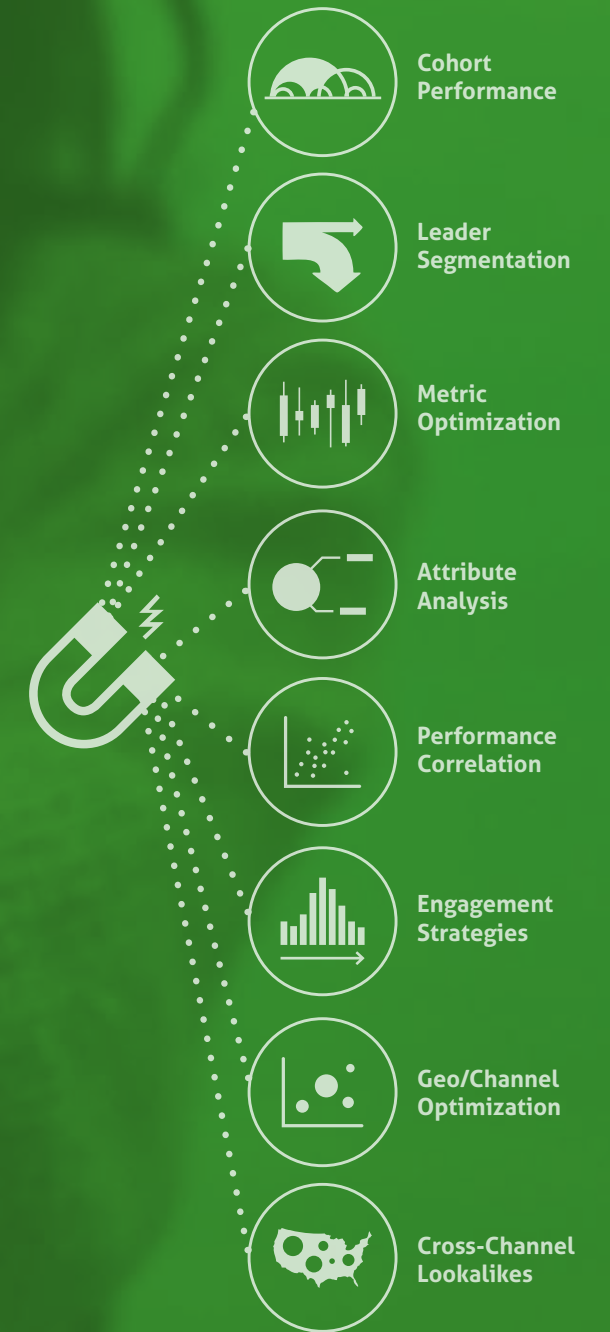
To effectively drive acquisition strategies, a complete, consolidated analytical view is critical. The Marketing Analytics Environment and Acxiom's trained data scientists can provide this foundation for prospecting success.



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## Benefits

- + Lower acquisition costs
  - + Improve prospect engagement
  - + Optimize channel selection and spend
  - + Increase customer value through better targeting
  - + Acquire more of the customers you want
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Email Offer



Research



Product Browsing



In-store Purchase



Help Request



Accessory Product Browsing



Accessory Online Purchase



# Optimize Customer Experiences

Increased competition makes you more focused on delivering a great customer experience. But how can you get a complete picture of your customer's journey? How can you identify and address the failures in their journey? How can you drive greater loyalty and revenue? How can you extend customer lifetime value? How can you improve Net Promoter Scores?

The Acxiom Marketing Analytics Environment consolidates online and offline customer touch points so you can map a more complete path to purchase. With 1:1 insights, you can identify process failures and improve core experiences. And with Acxiom's marketing experts analyzing the data and creating optimized campaign and engagement strategies, you can further accelerate and enhance your customer experience programs.



## Benefits

- + Increase customer lifetime value
- + Higher CSAT and NPS
- + Reduce customer churn
- + Improve ROI



# Transform Marketing Ideas into Business Success

Acxiom's team of data specialists and industry experts work with you to turn your business objectives into business outcomes within weeks. Together, we measure results, model data, and develop insights that can provide a more accurate picture of your marketing effectiveness both online and offline. We make actionable recommendations to help you achieve your goals — whether they are to improve your campaigns, eliminate wasted spend, decrease your Cost-per-Acquisition or improve your Net Promoter Score.

And we don't stop there. Through our iterative test-and-learn methodology, we continuously measure and optimize these insights to provide fresh and actionable recommendations.

## CUSTOMER SUCCESS EXAMPLES

### Online/Offline Measurement Success

10% Lift  
71% Cardholder approval



Identified double-digit  
redirect in spend



Insights in  
days vs. weeks



### Acquisition Success

Response rates +64%  
Close rate +26%



Response rates +136%  
CPA 58%< forecast



150–250% ROI



### Customer Experience Success

Sales volume per guest  
up nearly 50%



Buy rate  
6X average



25% Increase in  
response rates



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**Acxiom**

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To learn more about Acxiom, visit [acxiom.com](http://acxiom.com) or call us at 1-888-3ACXIOM

**Why Acxiom?**

Acxiom is an experienced leader in marketing data, technology, consulting, and consumer privacy. By bringing online and offline marketing data together with unprecedented accuracy, we can help you understand your marketing performance across multiple dimensions — audience, channel, creative, timing, and more. Armed with complete insights and expert recommendations, you can make smarter investment decisions, acquire more profitable customers, and optimize your customer experiences for increased customer lifetime value.