

Audience Interconnect® for Agencies

With an ever-growing number of channels and TV viewing choices for consumers, it's more important than ever to be able to rationalize your advertising spend and reduce waste by targeting the right households at the place and time they are watching. Audience Interconnect is a unified, easy to use tool that lets you partner with MVPDs to define your target audiences and plan and measure your media campaigns.

What agencies and MVPDs can partner to do with Audience Interconnect:

- Define audience segments, develop household and geo-penetration forecasts.
- Maximize reach by identifying the network, day, daypart combinations that over-index for your segment.
- Create actionable, deduplicated reports — post-campaign, cross-platform, reach-frequency
- Enable industry-specific solutions. Regardless of your targeted audience, Audience Interconnect is the only platform that enables segmentation using multiple data sources through a single tool.
- Use a single tool for planning campaigns across addressable, zone addressable and non-addressable media as well as cross-platform campaigns across linear, VOD and online.

How Audience Interconnect works:

1. Pre-Campaign Services and Execution

- Data Prep – Acxiom's AbiliTec® allows you to bring together your online and offline customer and prospect data and, using our Data Safe Haven, anonymize that information in a privacy-compliant way to enable an accurate single view of your customers.
- Segmentation – Use demographic and predictive data or first-party data to define and rank your audience for both addressable and non-addressable media.
- Media Planning – Identify how best to reach your audience across media.
 - For household-addressable media:
 - Extract a segmented list of audience households for privacy-compliant processing by ad ops for campaign execution, including household-addressable linear, VOD, online and iTV
 - For network and spot (non-addressable) media:
 - Inform ad buys that are broader, deeper, and more effective for advertisers
 - Geographically target based on ZIP Code, ad sales zone, DMA, or markets for local campaigns

Why Choose Acxiom?

- Unparalleled matching capabilities to optimize first and third party data sources
- Privacy leadership – a global leader for the ethical use of data for over 45 years
- Data – InfoBase® and PersoniX® are the industry gold standard for segmentation and targeting, with a solid reputation for accuracy and coverage
- Audience Interconnect platform
 - Fast – Deduped counts in minutes, across formats
 - User-friendly – Little to no training required
 - Comprehensive – Define, plan, and report using a unified platform
 - Efficient – Plan and execute campaigns in a fraction of the time it takes today (a few hours versus days), saving time and lowering processing expense

2. Post-Campaign Reporting (dashboard)

- Ad reach, frequency, impressions
- Optimization reporting – Identify most effective networks and dayparts
- Media performance – Measure actual target audience reach

How Audience Interconnect benefits you:

- Reduces time needed to research and build campaigns — by as much as 30 percent.
- Lowers processing time (and costs) via a single user interface to all data sources used for segmentation and targeting.
- Allows flexible scenario media planning across channels.
- Helps improve campaign ROI by identifying long-tail opportunities that match campaign needs.

- Optimizes campaigns across formats and for household-addressable and non-addressable media.
- Provides daily reporting to enable immediate adjustments to ad placement.
- Makes it easy to reuse segments over time.

Analytics support

Our team of professional analytic consultants can assist you in increasing ad sales opportunities by providing ad hoc analysis services such as refining viewership and household (HH) data into interpretable media dimensions and metrics for viewership analysis, cross-channel viewership video consumption, media measurement, campaign management and execution, and ad sales optimization strategies.

Want to know more?
To find out how Acxiom can help
your business, visit acxiom.com
or call us at 888.3acxiom.

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