



INTERNET OF THINGS

Wearable fitness devices, driverless cars, coffee makers triggered by alarm clocks and video door bells – and the mind-boggling amount of data each produces – promise to dramatically change the marketing landscape. The Internet of Things is the concept of connecting any device with an on-and-off switch to the Internet (and/or to each other)². It's poised to make everything in our lives from our shoes to parking our cars "smart."

How, when and where will these existing and yet-to-come new technologies fundamentally alter the way business is done? It's an exciting frontier, and Acxiom introduces new data points to help brands speak to audiences based on their likelihood to use wearable fitness devices, smart home products, mobile payment options and streaming TV services.

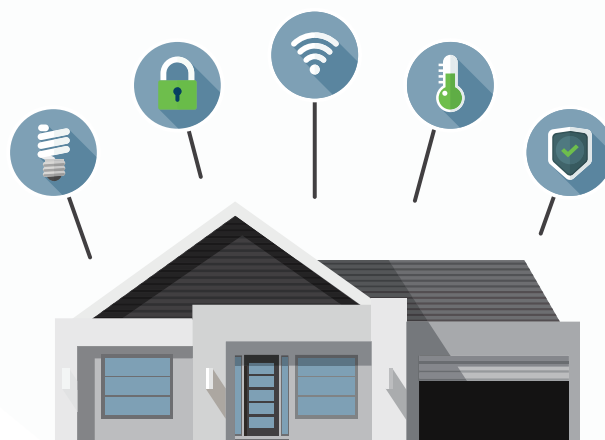
THE REAL VALUE THE **INTERNET OF THINGS** CREATES IS AT THE INTERSECTION OF GATHERING DATA AND LEVERAGING IT.¹



Wearables

Wouldn't you like to know if a person owns or is interested in wearing a device and if so, what they are tracking? Acxiom's new wearable models indicate the likelihood a consumer:

- Owns a fitness band (such as Fitbit or Nike fuel band)
- Owns a smart watch (such as Apple Watch, Samsung Gear or Pebble)
- Has some type of wearable device
- Is using or is interested in using a wearable device to track behavior or activities such as:
 - driving behavior
 - financial information
 - home utilities
 - media consumption
 - retail information
 - travel and entertainment activities
 - health-and-fitness activities



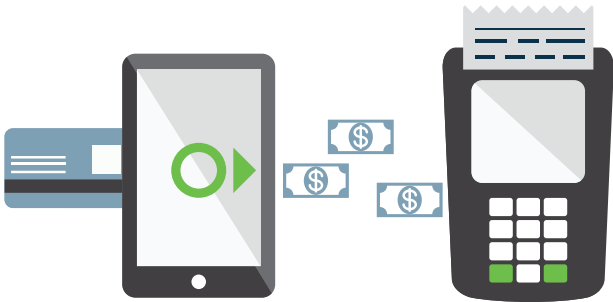
Smart Home Products

There is a device for everything in your home, from the Nest smart thermostat to a refrigerator that is connected to your grocery store. Information is being captured on all aspects of home living.

Acxiom data helps determine the likelihood a consumer:

- Uses any type of smart home device
- Owns or is very interested in a smart home device
- Has no concerns about using smart home technology
- Is concerned that using smart home technology will affect personal information and privacy
- Trusts his or her homeowner's insurance carrier to provide a smart device

THE NEW RULE FOR THE FUTURE IS GOING TO BE,
“ANYTHING THAT CAN BE CONNECTED, WILL BE CONNECTED.”²



Mobile Pay

Mobile payments are shaking up the payment landscape, and there is a race for market share as mobile payments escalate. New Mobile Wallet indicates the likelihood that a consumer is:

- A power user of Apple Pay, Google Pay, PayPal and Mobile Wallet (meaning a consumer has used this method of payment frequently within 90 days)
- Interested in using Mobile Wallet to store or receive:
 - Store or restaurant discounts and offers
 - Product information
 - Payment options
 - General information
 - Ticket and travel-and-entertainment information



TV Cord Cutters

New data indicates consumers most likely to subscribe to streaming video services, with indicators for those who:

- Subscribe to a streaming video service
- Use streaming services only
- Have never had a traditional TV service
- Unsubscribed from traditional TV services within the last six months
- Have a streaming subscription for mobile/tablet devices
- Use streaming video services more or less than seven average hours/week

To learn more about Acxiom's Audience Propensities and how they can work for your data-driven marketing strategies, visit www.acxiom.com or call us at 888.3ACXIOM.



¹ Daniel Burrus, The Internet of Things Is Far Bigger Than Anyone Realizes, <http://www.wired.com/insights/2014/11/the-internet-of-things-bigger>.

² Jacob Morgan, <http://www.forbes.com/sites/jacobmorgan/2014/05/13/simple-explanation-internet-things-that-anyone-can-understand/#21798c146828>.