Audience Interconnect® for Ad Sales

Now you can offer your ad sales and research teams an easy-to-use, privacy-compliant platform for TV audience segmentation, media planning and campaign measurement. Better targeting improves relevance and response. Better results drive increased media sales.

What you can 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 match advertiser CRM lists to define and rank your audience.
   - Media Planning — Identify how best to reach your audience across media.
     – 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
     – 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

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 Personicx® 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 ad sellers and buyers:

- 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.
- Increases sell-through 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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