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ACXIOM PERSONICX® PRIME

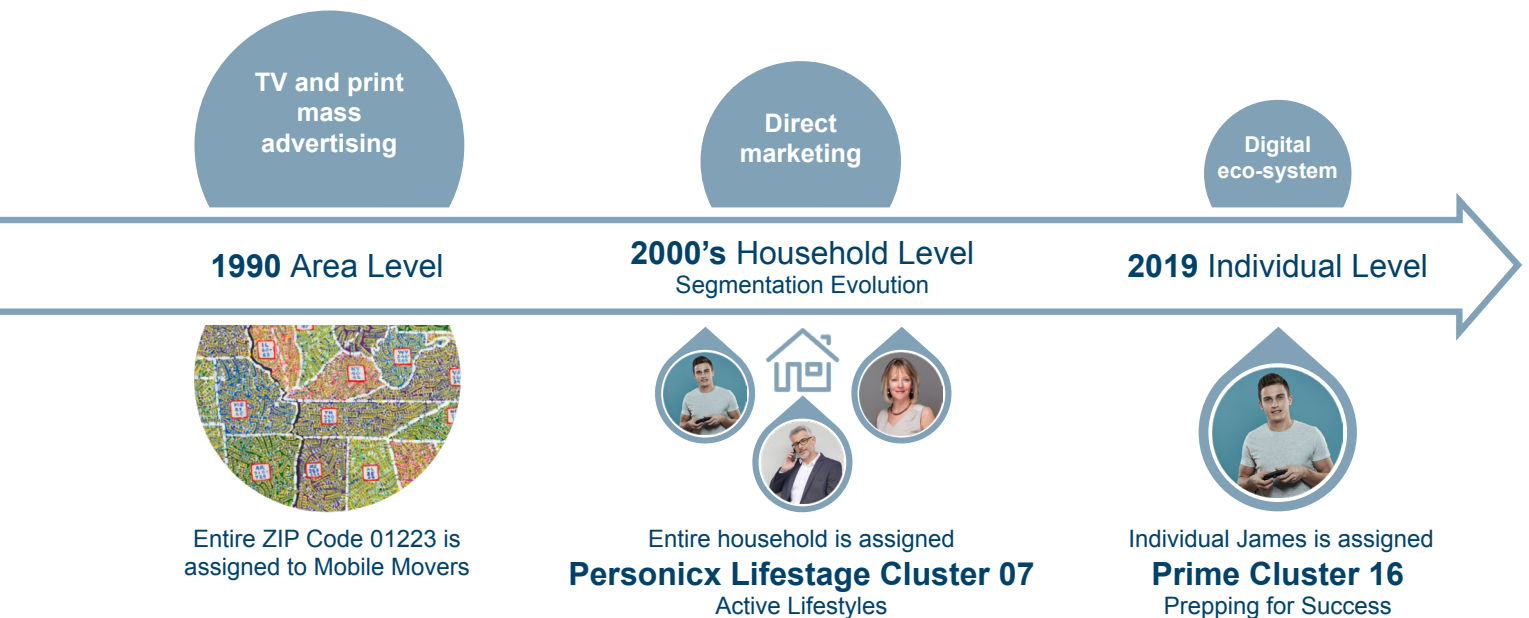
Power personalized and relevant customer experiences with the latest innovation in segmentation

acxiom®

ACXIOM PERSONICX® PRIME

Individual Consumer Insights Nested within Household Composition for Unparalleled Performance

In today's connected world, consumers not only expect – but demand – an exceptional experience at every touch point with your brand. Yet, today, the people living under the same roof often look very different, and household migration patterns have shifted so significantly that we know birds of a feather don't flock together anymore.



For marketers, this poses a great opportunity and a daunting challenge – one that requires clear answers to some very important questions:

- How do you cost-effectively market to a segment of one while still protecting consumer privacy?
- Where do you start with planning relevant customer experiences when you know little about the consumer?
- How do you get your marketing message to the right people – the ones you hope to delight with your products and services?

For data-driven marketers looking to better understand their customers, the answer is clear: **Personicx Prime**

THE OUTCOME:

A powerful dual cluster assignment at the individual and household level. The results are stunning, with the system proving to be the clear leader in correctly identifying top customers in a recent study.

Why Personix Prime?

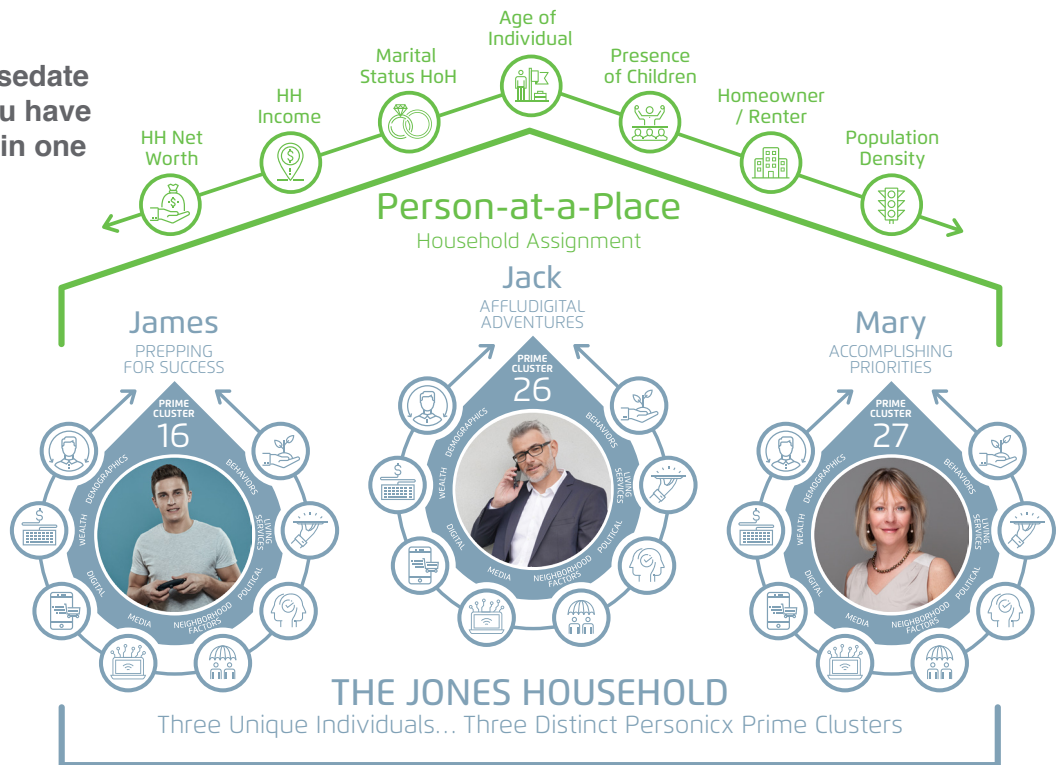
With Personix Prime, Acxiom delivers the most effective balance of individual consumer insights, household context and meaningful segment size, powered by industry-leading data accuracy, coverage and privacy. This provides marketers the foundation needed to design and execute highly successful marketing programs across all addressable channels.

What is Personix Prime?

Personix Prime is an innovative new segmentation system intended to better represent modern consumers and their interactions in a digitally oriented marketplace. Consumers are first assigned to one of 91 “Prime” segments for a multi-dimensional view of each individual consumer, and then assigned to one of 79 “Person-at-a-Place,” or “Place” segments to better understand the household in which the consumer resides. Fifteen groups are also provided with the system, giving additional organizational structure to the Prime and Place dual clustering system.

You may think you’re targeting sedate Empty Nesters, but in reality you have three distinct personalities within one household:

- Successful head of household Jack who hopes to retire in 6 years and spend more time tinkering with his vintage car collection
- Active lawyer Mary spends her extra hours volunteering for community causes and is fond of any new tech gadget
- Adult child James has just moved back home to save a little money while he pursues an Executive MBA and works full time



How Personix Prime helps

Provides actionable segmentation and audience selection for improved:

- Prospecting – known and anonymous
- Up-selling/cross-selling conversions
- Customer loyalty and retention
- Coordination of omnichannel campaigns

Personalizes customer experiences for:

- Creative, message and offer versioning
- Web/mobile interactions
- Loyalty programs
- Customer service
- Next best offer

Personicx Prime – A Level Beyond the Competition

An innovation that differentiates Personicx Prime is the creation of six mini-segmentations to power the system. These mini-segmentations better capture the complexities of modern consumers and their interactions with digital media and the marketplace, covering various dimensions driving consumer behavior, including wealth, digital usage, media interaction, political tendencies, state-of-mind behaviors and adoption of living services (Internet of Things).

Additionally, a more advanced geographical component – Neighborhood Factors – was developed for Personicx Prime as geography, and the associated market drivers of geography play a key role in consumer behavior. This proprietary multi-dimensional module combines various location attributes such as population density, housing, cost of living indices, weather, natural disasters, and structures (e.g. hospitals, grocery stores, FCC towers) for a new dimension.

Prime Cluster	Behaviors	Living Services	Place Cluster	Age of Individual Homeowner/Renter	Marital Status of Head of Household
	Demographics	Digital		Household Income	Population Density
	Political	Media		Household Net Worth	Presence of Children
	Wealth	Neighborhood Factors			

Personicx Prime Attributes

- 91 person-level clusters, 79 person-at-a-place clusters, 15 groups
- Individual-level cluster assignment
- Six mini segmentation drivers for today's complex consumer
- Unique Neighborhood Factors geographical driver
- Ready-to-go personas for clusters and groups

Related Tools and Extensions

- Personicx Online Guide
- Personicx Lifestage
- Personicx Financial
- Personicx Hispanic
- Personicx Lifestage Insurance Groups
- Personicx Analysis Tool
- Personicx Geo
- Personicx-Encoded Consumer Research

Geographic Availability

Personicx Prime is unique to the U.S. market, but other Personicx systems are available for audiences in the UK and Germany. Additional consumer segmentation options are available for several regions throughout the world. Check out Acxiom's Global Data Navigator tool or contact Acxiom for more details.

WANT TO KNOW MORE?

To find out how Acxiom can help your business, visit acxiom.com/prime or email us at info@acxiom.com.

