

## REACH CONSUMERS AS THEY TURN INTEREST INTO INTENT

Acxiom Market Signals represent a combination of location-based device data combined with Acxiom descriptive and predictive data to create audiences that show specific interests or in-market tendencies based on the consumers' actual visits to stores and dealerships and making purchases at specific stores or with specific brands.

## ACXIOM MARKET SIGNALS CATEGORIES

(SHOP) (A) []	Onsite Enthusiasts	Consumers seen at a given location more than two times within the past 30 days.
	Mid-stream Journeyers	Consumers in the purchase process based on offline location data and online search or purchase data.
	Actively In Market	Consumers deemed to be in-market based on actual visits to locations to shop for big-ticket items such as a new vehicle.
	Serious Shoppers	Highly-interested consumers based on actual visits to retail locations

## **EXAMPLES OF ACXIOM MARKET SIGNALS IN ACTION:**



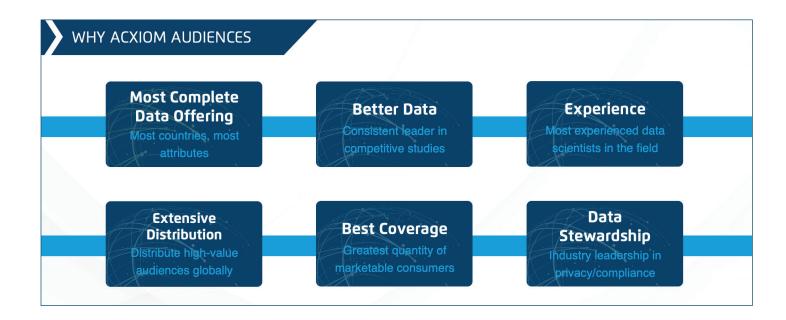
An advertiser could pull a custom segment of Enthusiasts for Eyewear who are between 30-40 years old with a household income of \$60,000-\$100,000 and distribute to leading publishers and platforms to drive in-store traffic or online sales



An advertiser could select consumers actively in market to purchase a specific brand of vehicle in a matter of days from the time of a visit to a dealership—with options to customize the audience based on attributes such as age, income, and location. Appropriate, timely messaging can then be delivered directly to these consumers.

## Benefits of using Acxiom Market Signals:

- Reach audiences within a week of when the visit to the location occurred
- Gain insights into consumers who actively shop at retail stores for specific brands or for competitors' products
- Narrow your focus to consumers in-market for big-ticket items
- Deliver better personalization of offers
- Make more timely connections with marketable adults across offline and online channels



To learn more about how Acxiom can work for you, visit acxiom.com/data or contact us at info@acxiom.com.

