



Steer Your Messaging  
Down the Right Path



Our Insights Can Fuel  
Relevance and Timing



Build audiences for every make and model  
by integrating automotive attitude and  
behavior, brand, in-market and product  
insights on people, not pixels.

# Drive results by leveraging data and models that highlight automotive consumer insights.

Acxiom Auto provides data and models that cover every brand, product, model feature, attitude and behavior factor, making it the most comprehensive audience building resource available in the automotive data industry.

Powered by a consumer-level automotive transaction data source, it leverages Acxiom's world-class demographic and psychographic data and an online panel to predict how vehicle research and shopping insights result in purchases. This enables you to predict consumer behaviors and reach audiences with unmatched accuracy.

**50 Auto Brands**

**More Than 400  
Targeting Models  
Across 450 Vehicles**

**Essential Insights  
Based on More Than  
100 Sources**

**240 Million  
U.S. Consumers**

**More Than  
165 Million  
U.S. Households**

## Vehicle Brands

- Domestic brands such as Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GMC, Jeep, Land Rover, Lincoln and Dodge
- European, Japanese and Korean imports such as Audi, BMW, Honda, Hyundai, Infiniti, Kia, Lexus, Mazda, Mercedes-Benz, Nissan, Porsche, Subaru, Suzuki, Toyota, Volkswagen and Volvo

## Product Models

- Cars, trucks and SUVs
- Coupes, convertibles, pick-ups, sedans, sports and wagons
- Entry, compact, premium, mid-size, full-size and luxury

## Available Features

- Includes features such as diesel, electric, hybrid and 4-wheel-drive

## Audience Insights

- Integrate multiple models to build precise audiences and market to them effectively
- In-Market Propensity: Use rankings to pinpoint consumers likely to be ready to purchase
- Brand Propensity: Reach potential purchasers of your or competing brands
- Product Propensity: Focus messaging on specific consumers based on product interest or transaction insights (cash, finance or lease)

## Lifestyle and Lifestage Insights

- 70 distinct segments
- Household level segments integrating behaviors such as auto club participation and vehicle repair preferences

## Acxiom Auto Data and Model Applications

- Expand your marketing universe while still offering more precision for better conquering results.
- Identify potential purchasers of your and competing brands within a specific category — market minivans, not pick-up trucks, to “soccer moms”.
- Acxiom Auto leverages the most comprehensive data assets including transaction, online, demographic, social, lifestyle and life stage.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)



## Acxiom® Business: Delivering Insights to Improve the Bottom Line



Highly Profitable,  
but Hard to Find



Reach Small and  
Home-Based  
Entrepreneurs



Create audiences with insights across attitudes, behaviors, brand, media use, and product and service preferences that reveal business owner influences.

# Multi-sourced data and models deliver insights about entrepreneurs at the household level.

Small and medium business (SMB) owners are a highly profitable, niche audience that is extremely hard to reach. SMBs are especially sought after because of their buying power and quick decision making. This is especially true for operations purchases such as financial services, insurance, healthcare, travel, entertainment and utility needs.

To effectively understand and reach SMBs, advertisers need multi-sourced and multi-dimensional information. Acxiom Business is rooted in self-reported data, with additional sources, and combined with predictive models. It provides predictive insights and the flexibility to understand individual owners and the needs of their business.

**Insights on 240 Million  
U.S. Consumers**

**More Than 13 Million  
Business Owners**

**More Than 100 Verified  
Sources**

**Multi-Sourced and  
Multi-Dimensional  
Insights**

**Understand Elements  
That Influence  
Decision-Making**

## Brand Propensities

- Credit card use for business by brand, card type and issuer
- Use of rental cars by all major brands from Alamo to Thrift
- Travel insights including hotel room options, length of stay and airlines by brand

## Attitudes and Behaviors

- Business owner and occupation type
- Early technology adopters
- Influenced by advertising, brand loyalty, price, product features, referrals and retail experience

## Media Usage Models

- Magazine topics including business, finance and more
- Newspapers by news section and weekday or weekend circulation

## Product and Service Preferences

- Use of financial tools such as travelers checks
- Professional service purchases including advertising, consulting, financial, furniture, insurance, printing, tax preparation services and telecommunications
- Shipping service preferences including overnight service by brand including DHL, FedEx, UPS and USPS

## Purchase Decisions

- Business apparel, business or finance products and investment media such as books and magazines
- Computers and peripherals, electronics, office supplies, telecommunications and video conferencing technology

## Acxiom Business Data and Model Applications

- Leverage varied product preferences with historic purchase decisions to develop messaging uniquely relevant to SMB owner segments.
- Cross-reference business type data with service preference models to determine actual needs and further refine segments.
- Leverage media usage models to determine which channel is most likely to produce the best results, then prioritize media buys accordingly.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)





# Acxiom® CPG: Insights to Reach Consumers How, When and Where They Shop



Determine  
Purchase Influences



We Understand Triggers  
by Ads, Affinities,  
Convenience and Price



Create audiences by connecting  
demographics, lifestyles, attitude and  
behavior data with brand and product  
preferences.

# Accurate predictive models help you reach CPG customers effectively.

No single source of data can determine CPG consumers' future purchase behaviors. They shop everywhere. Brand and product options are abundant. Needs change quickly, and they pay several ways. Acxiom has built a multi-dimensional approach to overcome the challenge. We integrate information across data sources including attitudes and behaviors, brands, influences, products, stores, channels and payment methods. When demographic, lifestyle and life stage insights are added to these data sources, defining the audience and aligning messages becomes more precise.

**More Than 800  
Data Points**

**590 Brand Models**

**180 Product Models**

**More Than 14 Attitude  
and Behavior Models**

**240 Million  
U.S. Consumers**

**More Than 165 Million  
U.S. Households**

**All Major CPG  
Categories**

## Attitudes and Behaviors

- Early technology adopters
- Influenced by advertising, brand loyalty, price, product features, referrals and retail experience

## Brand Affinities

- All major consumer brands across every product category

## Product Categories

- Insights across dozens of categories including baking and cooking supplies, beverages, cleaning supplies, groceries/food and health products
- Apparel, children's products, cosmetics, footwear, jewelry and pharmaceuticals
- Appliances, computers and peripheral devices, electronics and office supplies

## Shopping Channels

- Boutiques, convenience and drug stores, department stores, discount stores, factory outlets, mass merchants, national chains, preferred retailers and specialty stores
- E-commerce sites
- Monthly clubs and catalogs

## In-Market: Product and Services

- Seasonal shoppers including all holidays
- Event shoppers such as back-to-school, Halloween and more

## Media Usage for Shopping

- Preferences including phone, mail, online, email using mobile and tablets

## Acxiom CPG Data and Model Applications

- Drive store and website sales and build loyalty by targeting audiences that have an affinity to specific brands and products.
- Integrate multiple data points and propensity models across all major brands to target audiences with cross-selling messages.
- Promote product trial by incentivizing consumers of your competitor's products with promotional messages that leverage attitudes and behavioral insights.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)



# Acxiom® Demographic: Understanding Consumers Beyond Internet Behavior



Insights Connected  
to Real Consumers,  
Not Pixels



Provide Unique,  
Relevant and  
Timely Messages

Create audiences based on real insights connected to real people across their unique characteristics, interests, behaviors and purchase decisions.

# Improve performance with greater consumers insights.

Acxiom demographic data and models bring together multi-dimensional insights about millions of consumers. Our comprehensive approach engineers insights from multiple qualified sources. No longer are you limited to incomplete sources based on unreliable data, such as internet browsing behavior. You now have real insights about real people.

Our data and models empower you to understand and communicate with consumers. Today, you can know who your best customers are, their characteristics, brand and product preferences, buying decision influences, and how they prefer to be engaged by your advertising. All these combined insights lead to more accurate segmentation, more relevant messaging and more efficient and effective marketing.

240 Million  
U.S. Consumers

More Than 165 Million  
U.S. Households

More Than 875 Online-  
Specific Elements

Multi-Sourced  
and Multi-Dimensional  
Insights

Understand Life Stage  
Influence on  
Decision-Making

## Consumer Characteristics

- Age, ethnicity, education, gender, geography, income ranges, marital status, occupation, presence of children, political party and many more
- Events such as birth, marriages and home purchases

## Financial Indicators

- Economic Stability Indicator model
- Estimated, disposable change in income and net worth

## Attitudes and Behaviors

- Makes purchases using the internet, mail or phone
- Auto enthusiast, investor and interested in green living
- Methods of payments and credit card use including all the major credit card companies

## Buying Activity

- Adult and children's apparel, appliances, automotive, books and home furnishings
- Products and services relating to hobbies such as collectibles, gardening, music and outdoor sports
- Computers and peripherals, electronics, office supplies, telecommunications and video conferencing technology

## Interests

- Arts, technology, pet owners, cooking, wine and spectator sports
- Outdoor activities including camping, hiking and skiing
- Self-improvement such as exercising and reading

## Acxiom Demographic Data and Model Applications

- Improve your segmentation by selecting the best prospects based on a broader and deeper understanding of your audience.
- Develop message versions that are uniquely relevant to the individual characteristics of your segmented audience.
- Cross-reference data points with model insights to develop custom approaches rooted in both previous and predicted future behaviors.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)

AC-1265-13 DEMOG 10/13





# Acxiom® Finance: Delivering Rich Insights



World-Class Data with  
Brand, Product and  
In-Market Propensities



All Compliant,  
All Secure,  
Like It Should Be



Create audiences from a wealth of  
information based on the financial  
behaviors of millions of people.

# Solve the complicated audience building challenges of your uniquely regulated industry.

Industry regulations and the evolving financial needs of consumers make effective marketing challenging. And with many financial product options available, reaching consumers at the right place and the right time is critical for success.

Acxiom Finance provides you with Reg B compliant models that help you fully reach consumers. From those with money to invest, to future homebuyers, to qualified borrowers, Acxiom Finance provides the breadth and depth of insights necessary to reach people with the right message.

More Than  
400 Data Points

126 Credit Card and  
134 Financial Services  
Models

Credit Card Transaction  
Level Data

240 Million  
U.S. Consumers

More Than 165 Million  
U.S. Households

Market Research  
Insights

## Attitudes and Behaviors

- Store, card issuer, or banking firms

## Card Usage Insights

- Number of cards or have no cards
- Monthly expenses paid with cards

## Career Status

- Employment status, recent job changes and intent to change jobs
- Recent retirements, intent to retire, 401k/403B rollover

## In-Market: Product and Services

- Loans and mortgages
- Mutual funds, money market, checking, savings, CDs
- Overdraft protection and tax preparation services

## Payment Methods

- Credit, store, debit, or gift cards

## Spending

- Affordability, net worth, economic stability and underbanked

## Changing Needs

- Expecting a child, recent birth, recent/soon to be empty nest
- College bounds kids, recent grads
- Home purchase, recent mortgage, recent mover or remodeling

## Banking Channel Preference

- Branch, mobile, online, mail, phone

## Trading Practices

- Online, active online, volumes by equities: stock, bond, mutual fund

## Income and Assets

- Estimated, disposable, or change in income
- Estimated or change in home value

## Acxiom Finance Data and Model Applications

- Integrate multiple data points and models to identify niche opportunities to cross-sell financial service products.
- Identify subtle but important consumer differences in audiences such as a full-service, self-directed, or highly likely investors.
- Develop audiences based on underlying financial situation such as an affordability indicator and economic stability.

For more information, please contact our subject matter experts at  
[Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)



## Acxiom® Insurance: Insights to Reach In-Market Consumers



Discover Unique Life  
and Preference Details



Make It a Policy to  
Reach the Right Person  
at the Right Time



Create audiences with insights that cross-reference attitudes, in-market propensity, needs, product categories and brand preferences.

# Multi-dimensional insights increase relevance and improve timing.

The commoditization of insurance and the ease of switching providers make reaching consumers with the right message, through the right media channel, at the right time, more important than ever.

Developing meaningful messages is easy with Acxiom Insurance and a multi-dimensional approach that integrates attitude and behaviors, brand and product preferences, and life stage insights. Consumer-level media preferences enable you to increase relevance and improve effectiveness while in-market insights let you reach out to consumers when life changes prompt new insurance needs.

More Than  
150 Unique Segments

More Than  
100 Verified Sources

National Coverage of all  
Major Insurance Brands

240 Million  
U.S. Consumers

More Than 165 Million  
U.S. Households

Prebuilt Compliant  
Models

## Insurance Product Groups

- Automotive, boat owner, business, casualty, dental, disability, health, home, life, mortgage, personal liability, property, travel and theft

## Consumer and In-Market Insights

- Age, ethnicity, education, gender, geography, income, marital status, occupation, presence of children and many more
- Events such as birth, marriages and home purchases

## Lifestyle and Life Stage Insights

- 70 distinct segments: from singles getting started to seniors with security
- Household-level segments integrating lifestyle details to form full personas

## Shopping Channels

- Acquired a policy in response to direct mail, online ad or website
- Obtained policy, by insurance product group, from organizations including a bank, union, work, membership groups or vehicle dealership influence

## Attitudes and Behaviors

- Early technology adopters
- Influenced by advertising, price or personal referrals

## Brand Propensities

- Provider preference insights on all major insurers including Aetna, Allstate, Cigna, Farmers, Geico, New York Life, Progressive, State Farm and many more
- Current homeowner or personal property policy holders by brand

## Acxiom Insurance Data and Model Applications

- Leverage brand and product group models to predict where to focus retention versus acquisition marketing dollars.
- Integrate multiple data points and models to identify niche opportunities to cross-sell insurance products.
- Integrate shopping channel insights to prioritize media spend across offline and online marketing efforts.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)





# Acxiom® Lifestyle: Delivering Unique Insights Across Every Life Stage



Understand Life  
Stage Influence  
on Decision-Making



Integrate Life Stage  
with the Unique  
Preferences of Consumers



Build audience segments by leveraging pre-built data, models and personas rooted in demographics and insights from varying lifestyle influences across all media channels.

# Consumer behavior changes significantly throughout life stages.

Acxiom Lifestyle data and models are key components in compiling multi-dimensional insights that explain the interaction of different demographic variables and their impact on consumer behavior.

There are dramatic differences in purchase behavior based on a household's life stage. By organizing individuals into households that have reached similar life events, such as having a baby, approaching retirement, getting married, increasing income or buying a home, Acxiom Lifestyle allows you to better know and anticipate your customers' behaviors. Seventy descriptive life stage segments separated into unique personas are integrated with our data models to provide context. This combination of insights can be applied across all channels to reach the right person.

240 Million  
U.S. Consumers

More Than 165 Million  
U.S. Households

More Than 100 Verified  
Sources

70 Segments and  
21 Life Stage Clusters

Life Stage-Based  
Models Predict  
Consumer Behavior

Personas Rooted in  
Real-World Behaviors,  
Attitudes and Interests

## Lifestyle and Life Stage Insights

- 70 distinct consumer insight segments
- Complete personas with each segment for added context
- Household-level segments integrating lifestyle details to form personas

## Demographics

- Precise by party and congressional district indicators
- Events such as birth, marriages and home purchases
- Age, ethnicity, education, gender, geography, income ranges, marital status, occupation, presence of children, political party and many more

## Financial Indicators

- Economic Stability Indicator model
- Estimated, disposable change in income and net worth

## Media Usage Models

- TV models by specific type such as network and premium cable
- Radio models by channel, program and service type
- Category-specific magazines including auto, baby, business, computer technology and more
- Newspapers by news section and weekday or weekend circulation
- Social media user, heavy users, mobile social networkers and online social behaviors

## Interests

- Arts, technology, pet-owners and spectator sports
- Outdoor activities including camping, hiking and skiing
- Self-improvement such as exercising and reading

## Acxiom Lifestyle Data and Model Applications

- Incorporate segments with demographic insights to organize your audience by unique life stage characteristics.
- Improve ad relevance using lifestyle insights as the key difference across multiple messaging versions for the same product or service.
- Rely on pre-built models rooted in consumer lifestyle and behavioral insights to quickly build multiple segments across your audience.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)

# Acxiom® Media: Insights to Reach Consumers Across a Fragmented Media Landscape



Improve Ad Effectiveness



Understand Consumer Cross-Channel Media Preferences and Consumption Data



Build audiences based on insights across all media channels including direct mail, display, email, mobile, social and television.

# Insights rooted in real-world media engagements at the consumer level

Reaching the right audience through the right channel has never been harder. Every year the media landscape becomes increasingly fragmented across channels, devices, media brands and offline and online options. As a result, advertisers can easily waste millions of dollars on irrelevant ads delivered to a disconnected media landscape.

Acxiom Media makes reaching the right audience easy with comprehensive data and accurate, pre-built models, leveraging insights across attitude and behavioral information, brand affinities, channel preferences and media usage. Now, you can accurately reach the right person through the most relevant channels.

**272 Media Content and Channel Models**

**89 Brand-Specific Media Models**

**51 Streaming Video Models**

**12 Buying and Media Channel Models**

**25 Magazine and 45 Newspaper Models**

**15 Device Ownership Models**

## Media Usage Models

- TV models by specific type, such as cable, network and premium
- Listen to radio by channel, program and service type
- Magazines including category-specific magazines: auto, baby, business, computer technology and more
- Newspapers by news section and weekday or weekend circulation

## Attitudes and Behaviors

- Media technology adoption, trusted media sources and media use: information, relaxation and more
- Frequent pay-per-view and DVR users
- Recent premium channel and cable network viewership data

## Media Influences

- Events, Internet, magazines, mobile phone and devices, newspaper, outdoor ads, radio and TV

## Brand Preferences

- Channel-specific consumption including Comedy Central, Disney, ESPN, Fox, HBO, Oxygen, Showtime and many more

## Shopping Preferences

- Preferences including phone, catalog, mail, online, email, mobile and tablets

## Devices and Early Technology

- Apple, Blu-Ray, DVR, e-readers, Kindle, Nook, personal computing device, PlayStation, tablets, software, streaming media players and Wii

## Acxiom Media Data and Model Applications

- Attract new advertisers by identifying and targeting customers or prospects who purchase your competitors' brands.
- Enhance subscription content and mobile device marketing programs by targeting owners of tablets that support your content.
- Improve ad effectiveness by targeting only those likely to utilize paid video services, a particular content provider, application or portal.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)

AC-1265-13 MEDIA 10/13







Deliver Insight-Driven  
Messages



Charitable Affinities and  
Likelihood to Participate Help  
You Reach Supporters Who Are  
Able to Give Now



Create audiences of hard-to-find donors using comprehensive information including attitude, financial, individual interests, lifestyle, media usage and demographic insights.

# Integrate insights that improve message relevance across channels.

Whether your organization is looking for existing donors or working to acquire new members, non-profits must make every marketing dollar count because of limited resources and big goals.

Though donor information is carefully guarded, Acxiom's self-reported data combined with our comprehensive predictive models can deliver prospects, known donors and influencers with predictive insights on future participation. Combining data and model insights allows you to focus communication efforts on who can give and which audiences show the potential to be ongoing supporters, helping you raise more money in both the short and long terms.

More Than  
400 Data Points

More Than 150 Unique  
Segments

Data and Models That  
Deliver Donor Insights

240 Million  
U.S. Consumers

More Than 165 Million  
U.S. Households

Market Research  
Insights

## Financial Indicators

- Economic Stability Indicator model
- Estimated, disposable change in income and net worth

## Attitudes and Behaviors

- Early technology adopters
- Influenced by advertising, price, referrals and retail experience
- Propensity to donate and activism

## Lifestyle and Life Stage Insights

- 70 distinct segments
- Household-level segments integrating lifestyle details

## Demographics

- Events such as birth, marriages and home purchases
- Age, ethnicity, education, gender, geography, income ranges, marital status, occupation, presence of children and many more

## Media Usage Models

- TV models by specific type such as network and premium cable
- Radio models by channel, program and service type
- Category-specific magazines including auto, baby, business, computer technology and more
- Newspapers by specific news section and weekday or weekend circulation
- Social media user, heavy user, mobile social networker and social behaviors

## Interests

- Arts, technology, pet owners, cooking, wine and spectator sports
- Outdoor activities including camping, hiking and skiing
- Self-improvement such as exercising and reading

## Acxiom Non-Profit Data and Model Applications

- Integrate multiple data points and models to boost reach and increase response and ROI by defining only your best audience.
- Segment audiences using very specific insights such as providing volunteer opportunities to individuals with overlapping interests and a likelihood to participate.
- Improve relevance by highlighting donors' unique affinity for a specific interest in marketing that is delivered through their preferred channel.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)

AC-1265-13 NONP 10/13





Every Vote Counts



Understand the  
Full Potential of  
Your Constituency

Create audiences from meaningful insights, including contribution history, likelihood to volunteer and affinities for specific issues.

# Reach individuals with insights beyond their party affiliation.

Segmenting constituents by their party affiliation is important but alone produces limited results. To fully unlock the advocacy, contribution and volunteering potential of constituents, organizations must precisely align their messages with the preferences of their audience.

Acxiom Political data and models combine attitudes, demographics, financial indicators, general interests, life stage and media usage to enable advertisers to understand the motivation behind a constituent's political behavior. With these insights, advertisers will be able to define the right message to fully motivate their supporters.

**100 Million Constituents  
by Congressional  
District**

**More Than 165 Million  
U.S. Households**

**22 Donor Behavior  
Models**

**15 Issue-Based  
Attitude Models**

## Demographics

- Segment precisely by party and congressional district
- Events such as birth, marriages and home purchases
- Age, ethnicity, education, gender, geography, income, marital status, occupation, presence of children, political party and many more

## Attitudes and Behaviors

- Early technology adopters
- Influenced by advertising, price, referrals and retail experience
- Propensity to donate and activism

## Interests

- Arts, technology, pet owners and spectator sports
- Outdoor activities including camping, hiking and skiing
- Self-improvement such as exercising and reading

## Financial Indicators

- Economic Stability Indicator model
- Estimated, disposable and change in income and net worth

## Media Usage Models

- Social media user, heavy user, mobile social networker and behaviors
- TV models by specific type such as network and premium cable
- Listen to radio by channel, program and service type
- Category-specific magazines including auto, baby, business, computer technology and more
- Newspapers by news section and weekday or weekend circulation

## Lifestyle and Life Stage Insights

- 70 distinct segments
- Household-level segments integrating lifestyle details to form personas

## Acxiom Political Data and Model Applications

- Grow your supporter base by reaching constituents who are interested in your cause and donating their time, through the media channels they prefer.
- Segment audiences based on insights to determine which are the best-performing messages for each of your recruitment or fundraising efforts.
- Cross-reference interests and media usage across constituents to increase relevance of messaging and improve timeliness of ads.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)





# Acxiom® Retail: Insights to Reach Consumers When They Are Preparing to Buy



What They Want,  
Where They Shop,  
When They are  
In-Market to Buy



We Can Help You  
Understand all Three  
Before the Purchase  
is Made



Create audiences by learning their attitudes, behaviors and brand, channel and product preferences.

# Predict what consumers will buy by better understanding their preferences.

Using purchase influencers such as brand propensities, product affinities, media usage and shopping preferences, Acxiom Retail reveals meaningful insights that are far more predictive than transaction data or simple search behaviors. Incorporated into our suite of models are also seasonality and price sensitivity, which when combined with affinity, can predict when a person is in the market for certain products and services.

These insights allow marketers to differentiate the true brand loyalists from bargain hunters, brand agnostics and shoppers who are motivated simply by price.

240 Million  
U.S. Consumers

More Than 165 Million  
U.S. Households

Breadth and Depth  
Down to  
the Brand Level

Insights Based on  
Historical,  
Demographic and  
Channel Data (Online,  
Offline, Social  
and Mobile)

## Attitudes and Behaviors

- Fashion conscious, technology adoption, social, mobile and green-living

## Financial Indicators

- Economic Stability Indicator model
- Estimated, disposable and change in income and net worth
- Retail brand and affinity credit cards

## In-Market: Product and Services

- Seasonal shoppers including all holidays throughout the year
- Event shoppers such as back-to-school, Halloween and more

## Media Usage for Shopping

- Preferences including phone, mail, online, email using mobile and tablet devices

## Lifestyle and Life Stage Insights

- From affluent Baby Boomers to modest spenders, 70 lifestyle segments provide immediately actionable analysis at the household level

## Product Preferences

- Apparel, accessories, footwear, housewares, video games, toys, large and small appliances, restaurants and more

## Shopping Channels

- Boutiques, convenience and drug stores, department stores, discount stores, factory outlets, mass merchants, national chains, preferred retailers and specialty stores
- E-commerce sites
- Monthly clubs and catalogs

## Acxiom Retail Data and Model Applications

- Using transactional data alone gives insight into what your customers are buying from you. Acxiom Retail also tells you what your customers are buying from your competition.
- Incorporate Acxiom Retail into your existing campaign models to add intelligence into cross-selling.
- Refine messaging by understanding what influences consumers to purchase, including advertisements, preference or price.

For more information, please contact our subject matter experts at  
[Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)

AC-1265-13 RETAIL 10/13



# Acxiom® Seasonal: Leveraging Insights for Purchase Decision Influences and Seasonal Needs



Understand  
Seasonal Shopping  
Patterns



Reach Consumers  
When They are  
Preparing to Buy



Create audiences by understanding the strongest influences for your audience and by learning their attitudes, behaviors and brand, channel and product preferences.



# Gain insight on consumer purchases by better understanding their seasonal shopping preferences.

Using brand propensities, product affinities, media usage and shopping preferences, Acxiom Seasonal reveals richer insights than transaction data or simple search behaviors. Acxiom Seasonal captures attitudes, future motivations and intentions to reveal consumer propensities.

Seasonality and price sensitivity are incorporated into our suite of models, which when combined with affinity, can predict when a person is in the market for certain products and services. These insights allow marketers to differentiate the true brand loyalists from bargain hunters, brand agnostic and shoppers who are motivated simply by price.

240 Million  
U.S. Consumers

More Than 165 Million  
U.S. Households

Breadth and Depth  
Down to the Brand  
Level

Insights Based on  
Historical, Demographic  
and Channel Data  
(Online, Offline, Social  
and Mobile)

## Holiday Shoppers

- Households with children by age, affluent empty nesters, gift card givers, and non-profit donors

## Attitudes and Behaviors

- Flash sale savvy shoppers, fashion conscious, technology adoption, social, mobile and green-living
- Gourmet cooks, Do It Yourself/ crafters, electronic games, board games, spectator sports fans and summer gardeners
- Donate to charity, buy gift cards, holiday flowers and gift baskets
- Propensity to take a cruise or winter weekend get-away, propensity for a hotel suite, outdoor enthusiasts and international travel

## Financial Indicators

- Heavy Spenders, affluent households, economic stability indicator model and heavy credit card users

## Household Composition

- Households with children by age range, big families, empty nesters and pet owners

## Shopping Channels

- Boutiques, convenience and drug stores, department stores, discount stores, factory outlets, mass merchants, national chains, preferred retailers and specialty stores
- E-commerce sites
- Monthly clubs and catalogs

## Media Usage for Shopping

- Preferences including phone, mail, online, email using mobile and tablet devices

## Acxiom Seasonal Data and Model Applications

- Using transactional data alone gives insight into what your customers are buying from you. Acxiom Seasonal also tells you what your customers are buying from your competition.
- Incorporate Acxiom Seasonal into your existing campaign models to add intelligence into cross-selling throughout every shopping event.
- Refine messaging by understanding what influences consumers to purchase during the shopping seasons, including advertisements, preference or price.

For more information, please contact our subject matter experts at  
[Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)





# Acxiom® Telecom: 411 Insights to Reach Consumers Before They Switch Providers, Cut Cords and Cut Cable



What Mobile Phone Device,  
What Service Provider



We're Dialed-In to  
the Answers,  
You Should Be Too



Create audiences based on individual consumption of telecommunication products and services.

# Leverage data and models to stay ahead of emerging trends such as cord- and cable-cutting.

Today, fewer adults subscribe to a land line telephone service than ever. Instead, communication increasingly occurs on mobile devices. And, these mobile “smart” devices require frequently changing data service plans to power them.

Acxiom Telecom enables you to get smarter about consumer needs and wants. With our insights, marketers can predict which consumers are the best candidates for upselling and which are most likely to switch products or providers. We offer brand affinities, product and service preferences, as well as emerging trend predictors, which allow marketers to take advantage of large and small opportunities in this rapidly changing industry.

240 Million  
U.S. Consumers

More Than 165 Million  
U.S. Households

127 Data Points

43 Current and Previous  
Carrier Models

15 Tablet Models

9 Plan Type Models

## Attitude and Behaviors

- Reasons to switch providers: better call quality, coverage, customer service, calling and data plans, and phone options
- Faster network and no contract
- Lower prices on plans and phones

## Current and Previous Providers

- AT&T, Verizon, T-Mobile, Sprint, U.S. Cellular, Metro PCS, Virgin Mobile, Tracfone, Boost Mobile and Cricket

## Plan Type Preferences

- Limited talk, unlimited talk, no text, pre-paid and pay-per-use plans and mobile “hotspot” feature

## Product Features

- Audio quality, screen resolution, 4G and Wi-Fi-enabled, battery life, size, weight and operating system

## Product Ownership

- Tablets, e-readers, Kindle, Nook, Apple, Wii and Playstation

## Product Preferences

- Device ownership and purchase including TV, game consoles, handhelds and Blu Ray
- Streaming segments: subscribers, purchasers, providers: Amazon, Netflix and cable

## Shopping Channels

- Boutiques, convenience and drug stores, department stores, discount stores, factory outlets, mass merchants, national chains, preferred retailers and specialty stores
- E-commerce sites
- Monthly clubs and catalogs

## Acxiom Telecom Data and Model Applications

- Stay ahead of competitors and minimize customer attrition rates by identifying those who are likely to cord- and cable-cut before they do.
- Reach owners of tablets and other streaming capable devices in need of capable internet/data plans and relevant content.
- Gain a complete view of your existing and potential customers by device, plan, brand and service quality preferences.

For more information, please contact our subject matter experts at  
[Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)

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By Air,  
Which Hotel,  
Beach or Mountains



Do You Know the Itinerary;  
We Can Help You  
Get the Answers



Create audiences based on a clear understanding of consumer needs and the preferences of business and leisure travelers.

# Connect preferences to loyalty program participation to predict the likelihood of using travel-related services.

## Appealing to travelers requires multi-dimensional insights

Effectively reaching travelers is challenging considering the varied influences on purchase decisions. Both leisure and business travelers are motivated by brand and product preferences as well as provider features. Additionally, travelers make purchase decisions based on their attitudes, life stage and media and shopping channel preferences.

Appealing to this audience requires advertisers to understand preference insights, previous behaviors and a detailed view of their share of wallet.

Acxiom Travel provides this level of understanding with insights across consumer and loyalty program members' dimensions. It also provides specific examples across airline, cruise and hotel brands to better understand the competitive landscape.

### 36 Multi-Brand Insights

#### Segment by Travel Frequency

#### Insights From Loyalty Program Membership Activity

240 Million  
U.S. Consumers

More Than 165 Million  
U.S. Households

More Than  
100 Verified Sources

## Attitudes and Behaviors

- Fashion-conscious, technology adoption, price sensitivity
- Overlapping interests such as gaming and camping

## Brand Affinities

- Frequent flier and mileage club loyalty program membership across airline brands such as Continental, Delta and United
- Specific use of airline brands including AirTran, JetBlue and Southwest
- Stay frequency affinity program participation by hotel brand including Best Western, Choice, Hilton, IHG, Marriott, Starwood and more
- Car rental brand affinities and business vs. leisure usage

## Product Categories

- Insights into product affinity such as room preference
- Travel details such as number of hotel room nights stayed for both business and leisure travel
- Travel services used including the number of cruises taken and likelihood to take another
- Vacation product preference including international locations

## Lifestyle and Life Stage Insights

- 70 distinct segments
- Household-level segments integrating lifestyle details to form personas

## Media Use for Shopping

- Preferences including phone, e-commerce sites, email, mobile and tablets

## Acxiom Travel Data and Model Applications

- Integrate hotel nights stayed data and brand loyalty program membership with room preferences to pinpoint high-value travelers.
- Calculate share of wallet to identify travelers most likely to be influenced by competitive messaging during conquering marketing efforts.
- Cross-reference travel frequency and behaviors with interests to develop segmented traveler profiles for all aspects of travel: air, hotel, cruise and rentals.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)





# Acxiom® Technology: Integrating Comprehensive Insights



Complete Technology  
Insights Applicable  
to Every Industry



Incorporates Forrester  
Technographics®

Create audiences using insights across technology adoption, brand, product and channel preferences, device ownership, consumer characteristics and life stage information.

# Get the most insight into how, where and why people buy technology.

Technology influences every area of a consumer's life, making it a necessary insight for effective communication regardless of industry. Acxiom Technology combines the insight of Forrester Technographics® with Acxiom's comprehensive, consumer-level data and model products. Combined, Acxiom and Forrester products provide information into consumers' life motivations, technology orientation and economic power.

Insights are delivered across consumers' attitude and behaviors, brand preferences, product preferences, previous purchases, likelihood to purchase various categories of technology products, in-market readiness for future purchases, and Forrester proprietary segments. When integrated, these insights enable you to reach the right person using the right technology.

**More Than 160  
Consumer Electronic  
Brand, Channel, and  
Product Models**

**232 Unique Data Points**

**More Than 165 Million  
U.S. Households**

**240 Million  
U.S. Consumers**

**Insights Built on Quality  
Survey Research and  
Transactional Data**

## Purchase Activity

- Products and services relating to computers and peripherals, electronics, office supplies, telecommunications, video conferencing technology, and more

## Devices and Technology Insights

- Apple, Blu Ray, DVR, e-readers, Kindle, Nook, personal computing device, PlayStation, tablets, software, streaming media players and Wii
- Internet connection, connection type, and internet service provider

## Attitudes and Behaviors

- Early technology adopters
- Influenced by advertising, price or personal referrals

## Technographic Segments

- Comprehensive insights by Forrester category including Digital Hopefuls, Fast Forwards, Hand Shakers, Gadget Grabbers, Mouse Potatoes, New Age Nurturers, Techno-Strivers and Traditionalists

## Individual Characteristics

- Age, ethnicity, educations, gender, geography, income ranges, marital status, occupation, presence of children, political party and many more

## Lifestyle and Life Stage Insights

- 70 distinct segments including singles, young married couples, families just starting, seniors and more
- Household-level segments integrating lifestyle details to form full personas

## Acxiom Technology Data and Model Applications

- Integrate technology attitudes and purchase decisions for real-world insights into consumers' technology adoption.
- Cross-reference device ownership with advertising influence to develop channel-specific content delivered through only the most relevant channel.
- Rely on purchase activity insights to develop messaging that prompts consumers to buy the best next purchase across consumer electronics.

For more information, please contact our subject matter experts at [Data\\_Guru@acxiom.com](mailto:Data_Guru@acxiom.com)

