



ACXIOM AUDIENCES TO GET YOU THERE, AND KEEP YOU THERE!



U B E R



Ridesharing

Ridesharing – an easier solution to hail a ride through a mobile application – is now a billion dollar industry dominated by Uber and Lyft with other rideshare companies coming onto the scene.

While ridesharing has been controversial, with competitors complaining there aren't adequate regulations or rules about insurance, licensing or, training, these services are gaining in popularity due to the user's ability to:

- Arrange service on very short notice
- Use smartphones to request a ride
- Search social media to establish trust and accountability between driver and passenger
- Share a route and costs with another passenger

Acxiom offers two data solutions measuring:

- A consumer's likelihood to use Uber
- A consumer's likelihood to use Lyft



Peer-to-peer property rental

Another aspect of the sharing economy is that new sites have emerged enabling person-to-person home rentals where home owners make their houses or spare rooms available for others to rent for short periods of time. The business model is very similar to traditional vacation rental. Businesses in this sector typically apply some form of screening of participants (both owners and renters) and a technical solution, usually a website, that brings these parties together, manages rental bookings and collects payment.

Acxiom offers audiences of consumers likely to use room/lodging sharing accommodation sites, such as Airbnb or HomeAway.



2 million listings
34,000 cities
191 countries



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