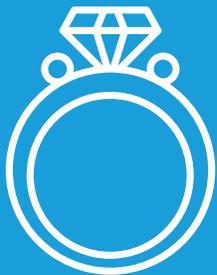


DON'T MISS THE "MOTHER" OF ALL MARKETING OPPORTUNITIES

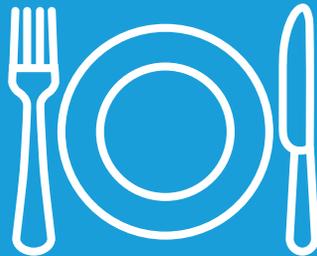
FAMILIES WILL SPEND MORE THAN \$23 BILLION
SHOWING THE LOVE TO MOM ON MOTHER'S DAY.

MOTHER'S DAY SPENDING BREAKDOWN



\$4.2 B

ON JEWELRY



\$4.1 B

ON SPECIAL OUTINGS
SUCH AS DINNER
OR BRUNCH



\$2.4 B

ON FLOWERS

Acxiom audiences can help you directly match ideal customers with exactly what they are looking to buy. With a blend of demographic and behavioral insights, we can tell you who is most likely to buy and help make sure they see your marketing messages.



WHICH ONE OF THESE GROUPS IS YOUR CLIENT MOST INTERESTED IN?

THE GENEROUS GENTLEMAN This guy has disposable income and he's not afraid to spend it on his wife or mom. We can tell you if he's more likely to pick up a little blue box from Tiffany & Co. or make his money go a little farther at Kay Jewelers. We can tell you what stores he and his family frequent, and we can also can tell you if they have the net worth to buy what you are selling.

DEPARTMENT STORE DAD We can tell you at which department store this guy most likely shops—from Nordstrom to Neiman Marcus and everywhere in between. We can also tell you what they'll be looking to buy when they get there, so you can have a compelling marketing message in front of him well before he makes his decision.

THE GETAWAY GUY There is a good chance this guy will surprise an overworked wife or a deserving mom with a relaxing cruise or other getaway. If you have travel-related offers, this is your guy. And we can connect you.

THE CAR CONNOISSEUR — We can tell you who is most likely in the market for a European, Japanese or the latest and greatest domestic automobile to purchase for Mom. From Land Rover to Lexus or Cadillac, it's easier than ever to reach the ideal customer.

For more information about how these and other targeted audiences can pay off big this Mother's Day, contact dataguru@acxiom.com or visit www.acxiom.com/dataguru.

