Contact data decays at a conservative estimate of 2 to 3 percent a month. That means as much as 30 percent of your data needs cleansing every year. Accurate data is foundational, whether you are a marketer looking to successfully engage with consumers and deploy impactful campaigns or a company that needs to stay in touch with its customers to inform them about its services.

But why does data change so quickly? Because people change. They change jobs, homes and names. They divorce, marry, move and move again, resulting in millions of changes in consumer information each year. The complexity of managing this change and the fragmented interactions with a consumer is daunting. Additionally, consumers engage with brands in an increasing number of ways across a multitude of ever-growing channels, including digital, social, mobile, email, direct mail, customer service lines and more. Bad data leads to a bad experience across touch points, which can frustrate and alienate loyal customers.

**KEY BENEFITS**

Acxiom’s Data Quality Services help brands:

- Ensure customer data is consistent and accurate to fuel marketing and operational efforts

- Improve data accuracy to enable resolution of data into an optimized view of the consumer for marketing and other applications such as Master Data Management and Customer Data Platforms

- Minimize redundant and duplicate data for optimization of infrastructure, storage, communications and processing

- Help maximize postal campaign discounts and effectiveness
OUR APPROACH

Acxiom’s Data Quality Services is an enterprise-level data platform to cleanse, standardize, and enhance your consumer contact data, including email addresses, phone numbers, names and addresses. Our data quality services:

- Effectively parse and standardize contact data to optimize your marketing results.
- Validate, correct, complete, and enhance postal addresses beyond USPS standards, allowing improved mail deliverability and postal discounts.
- Includes Acxiom’s address standardization as well as proprietary mover updates and other address intelligence data.
- Clean and validate email addresses to optimize digital marketing campaigns.

Leverage the world’s largest omnichannel identity graph and AbiliTec® identity resolution capabilities to improve contact data quality, which can decrease duplicate records by up to 15 percent.

Acxiom’s Data Quality Services is available in pre-configured business service packages that incorporate years of data management expertise and best practices.

PROVEN RESULTS:

- Corrects on average more than 40 percent of missing or incorrect addresses
- Validates phone and email syntax
- Generates 10-30 percent better insights about new movers
- Supplies new addresses for up to 25 percent of the NCOALink® near matches or Moved Left No Address records

Consistent and accurate customer data fuels effective people-based marketing across all channels and supports more accurate engagement across acquisition, retention and cross-sell programs. Acxiom’s Data Quality Services are available in the U.S. and across specific global regions.

WHY THOUSANDS OF COMPANIES CHOOSE ACXIOM

ACCUACY
Most accurate omnichannel identity resolution
100% deterministic digital matching

SCALE
Largest identity graph for omnichannel marketing
Broadest access to all the world’s data

TRUST
Largest data governance and ethics program
Most advanced Safe Haven data environments

SERVICE
Exceptional service delivery and client retention
99% of distributions are within SLA targets

ASSESS YOUR DATA TODAY

To sign up for a data health assessment, visit acxiom.com/contact-us or email info@acxiom.com.

Sources: https://www.hubspot.com/database-decay