VERIFY THAT CONSUMERS ARE WHO THEY SAY THEY ARE

STREAMLINE ENROLLMENT EXPERIENCE WITH HIGHEST-QUALITY AUTHENTICATION

COMPLY WITH “KNOW YOUR CUSTOMER” (KYC) AND OTHER REGULATIONS

REDUCE RISK-ASSOCIATED COSTS AND MAINTAIN BRAND REPUTATION

INCREASE CONVERSION AND REDUCE ACQUISITION COSTS

Businesses today are under constant siege from identity thieves and hackers, while trying to keep pace with the ever-evolving landscape of regulatory compliance. Identity theft costs have soared into the billions of dollars annually and continue to grow with the rapidly evolving digital technology environment. With our decades of experience in data stewardship and data privacy, Acxiom offers a comprehensive suite of innovative risk solutions that have delivered true business impact for many Fortune 500 companies.
THE ACXIOM RISK REPOSITORY

Acxiom has more than 45 years of expertise in sourcing, compiling and distributing data, resulting in a risk repository that is among the industry’s deepest, most comprehensive and up-to-date. The repository offers hundreds of elements on 100% of U.S. consumers and households across more than 25 categories of insight. This robust, data-enriched repository complies with all aspects of the Gramm-Leach-Bliley and the Driver’s Privacy Protection Act and is the foundation of the Acxiom Risk solutions portfolio.

Industry-leading data — THE FOUNDATION OF OUR RISK SOLUTIONS

Acxiom leverages a vast array of public, private and proprietary sources to deliver robust risk solutions that deliver positive business impact.

SOLVING BURNING CHALLENGES

Is John Smith who he claims to be? Authenticating and verifying consumers is a vital component of Acxiom’s Risk Solutions. With a robust suite of solutions powered by the industry-leading identity resolution technology, companies can verify and authenticate consumers while also maintaining compliance and streamlining enrollment processes to reduce risk and improve overall consumer experience.
Our solutions leverage our robust risk repository, proprietary identity resolution capabilities and have flexible delivery options.

**VERIFY — IDENTITY SCORING AND MATCHING**
Accurately validate the authenticity of customer-supplied information, which is compared against Acxiom’s risk repository and a verification score is derived that reinforces the accuracy of the consumer’s identity. Match indicators and explanatory insights are returned to assist in validating identity.

**AUTHENTICATE — RELIABLE CONFIRMATION**
Enables multi-factor authentication through knowledge-based authentication and one-time passcode generation designed to reliably confirm the identity of customers. Acxiom is the only company in the industry that incorporates first-party data into the authentication process. Acxiom provides additional solutions, such as out-of-band authentication (also known as two-factor authentication), context-based and device intelligence as additional layers of authentication options for transactions that warrant increased scrutiny.

**SELECT — REAL-TIME DIRECT ACCESS TO MARKET-LEADING IDENTITY DATA**
Access comprehensive data on 100% of U.S. consumers and hundreds of data elements to confirm an identity. Positively assess matches, correct data inconsistencies and expand consumer profiles for thin credit file audience segments.

**PREFILL — EXPEDITE QUOTING AND UNDERWRITING AT POINT OF SALE**
Streamline the application process, expedite quoting at the point of sale and lower acquisition costs. The solution pre-populates identity data elements required during application enrollment and verifies and corrects inconsistent or missing data. Improve customer experience during enrollment, drive higher conversion rates and correct information to reduce premium leakage and rate evasion. Prefill offerings include property and casualty, homeowners and personal and commercial auto.

**ALERT — PINPOINT EARLY EXPOSURE FOR PURSUIT AT POINT OF SALE**
This solution verifies identity and accesses a host of premium auto and property-related data attributes such as vehicle garaging, vehicle history, property ownership and occupancy financial responsibility to help carriers make more informed enrollment and issue decisions. Using custom business rules and analytics, Alert delivers aggregate scores to help indicate potential fraud, potential rate evasion and isolates potential unacceptable vehicle and property exposures at the point of sale.

**SIGNAL — UNDERSTAND DIGITAL BEHAVIOR**
Access unique digital data associated with an email address, mobile phone or device to help reduce exposure to fraudulent consumers. The Signal for Email solution offers enhanced insight into the online activity of email addresses to help detect fraud. Unlike other providers, Acxiom leverages the massive amount of online activity that powers the third largest deterministic identity-graph, behind only Facebook and Google.
SUCCESS STORIES

Insurance and Financial Services Industry – Fraud Mitigation Solutions
One of the largest and strongest U.S. diversified insurance and financial services organization wanted to identify potential fraud earlier in the policy lifecycle. Using Acxiom’s Pursuit solution, the company was able to identify potential fraud and rate evasion at the point of sale, resulting in:

- Reduction of its combined ratio by a full percentage point
- Claim savings of more than $100 million realized in the first year
- Reduction of loss ratio in problem states by 30 percent
- Lowered claims and underwriting costs by 20 percent
- Improved reduction in early-term losses by 15 percent compared to prior solution

Healthcare Industry – Compliance Solutions
A global health insurance provider uses Acxiom’s Verify solution to comply with the Dodd-Frank Act. Verify was applied to bad address information utilized in the enrollment process and resulted in:

- 99.5 percent matches for non-match addresses*
- Investigation of non-matches as suspected fraud

WHY ACXIOM

Highest Match Rates – Unique patented identity resolution technology and exclusive risk-specific matching algorithms designed to achieve higher match rates.

Superior Support Services – Excellent customer support services are the cornerstone of Acxiom risk solutions.

Data Scale and Accuracy – Vast array of authenticated data sources from comprehensive public and proprietary data for highest accuracy and quality, including data on consumers with little to no credit history.

Flexibility – Flexible delivery options to meet wide-ranging needs.

Availability and Adaptability – Real-time solutions available via simple, secure, compliant and scalable feeds that accommodate today’s omnichannel consumers who interact day and night with companies.

A Trusted Partner – Acxiom is a recognized industry leader in data privacy and governance with decades of experience across many industries.

To find out more, visit acxiom.com/risk, call 888.3ACXIOM or email info@acxiom.com.

*Source: Acxiom Case Study Booklet, 2016.