INCREASE THE VALUE OF CRM FOR DIGITAL

THE ACXIOM ADDRESSABLE ADVERTISING SUITE: EXTENSION

Is your direct mail or email engagement declining even though your content and offers are amazing? Are budget constraints limiting your ability to reach everyone you could in your CRM system? Are you looking for a more cost-effective way to engage your customers?

Acxiom's new Extension solution brings your customer data into the digital world, delivering better return on ad spend, improved reach and engagement, and enhanced value to your CRM campaigns. Built with Matterkind technology, the Extension solution combines Acxiom's foundational data capabilities with programmatic best practices to help you unlock the maximum value from your outreach.

USE EXTENSION TO COMPLEMENT A WIDE VARIETY OF EMAIL AND DIRECT MAIL SCENARIOS, SUCH AS:

FORESHADOW: Your direct mail campaigns take time to print and ship, so why not use that time to foreshadow the offer with online media? Improve direct mail responses by creating interest in the offer before your customers receive it. Reduce campaign expense by converting people before the print shop.

BOOST: You can schedule when your email campaigns are delivered, so why not boost awareness of the offer by placing display ads at the same time? Improve responses to your email campaign by reinforcing the offer online to generate more interest.

EXPAND: You have more people in your marketing universe than you have budget to reach directly, so why not engage people online who didn't receive your direct mail or email campaigns? Improve customer acquisition by engaging people you didn't reach through direct channels.

REDIRECT: Some people love your brand but do not love mail and email. Why not present them offers through alternative channels? Grow customer acquisition and increase upsell by engaging people with digital content and product offers, and reduce marketing budget waste.

To find out more, please email **info@acxiom.com**.