



# SUPERCHARGE CAMPAIGN PERFORMANCE

## THE ACXIOM ADDRESSABLE ADVERTISING SUITE: PERFORMANCE OPTIMIZATION

Are your advertising campaigns as sophisticated as your data? Are your media campaigns underperforming because the wrong audiences were targeted? Are you sure your customer data is being used in a privacy-safe way? Do you struggle with optimizing your media mix and creative to achieve top results?

Successful campaigns begin with strategic planning, a clear goal and stellar execution. Enhance your media performance with Acxiom Performance Optimization. Boost your customer acquisition and retention efforts with intelligent programmatic campaigns designed in a customer-centric way to deliver engaging, personalized messaging across all channels. Built with Matterkind technology, Acxiom's Performance Optimization solution combines precision targeting with best-in-class audience creation to grow your customer base, drive upsell, and increase your bottom line.

### USE ACXIOM PERFORMANCE OPTIMIZATION TO:



Engage new customers in the digital ecosystem through rapid lookalike modeling. Then match performance to your relevant KPIs and/or addressable audiences for effective closed-loop measurement.



Improve your customer experience with advertising by eliminating silos in your media activation through holistic frequency caps and omnichannel dashboard views. Reduce wasted and annoying impressions, maximize reach, and eliminate cross-bidding.



Enhance your customer intelligence with Acxiom's discovery teams, who research media consumption, mindset, and in-market tendencies of your target audiences to inform media plans and strategy. Leverage our single view of your customer to optimize the path to purchase.

To find out more, please email [info@acxiom.com](mailto:info@acxiom.com).

