

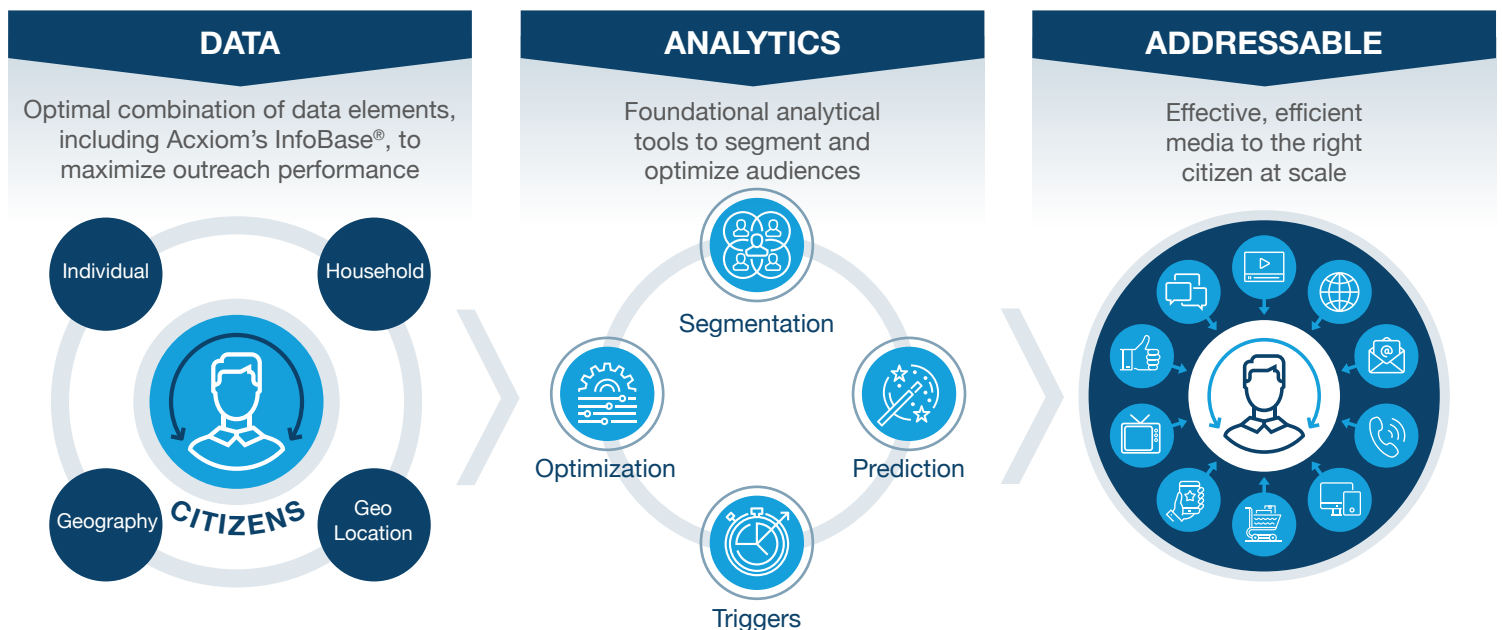
CREATING ENGAGING INTERACTIONS WITH VOTERS AND DONORS

acxiom

Providing a personalized experience to connect with voters and donors is challenging. The world has become more digital forward, and strategist within the private, political, and government sector have the same marketing struggles. For 50 years, Acxiom has helped clients evolve by assisting them to answer the most sophisticated marketing questions:

- Are your campaigns as sophisticated as the people you communicate with?
- Are you reaching the right individuals within your campaign?
- Is your data being used in a privacy-safe way?
- Are you utilizing personalization which has proven to be more effective?
- Are you optimizing campaigns based on channels, or based on people?

Acxiom generates effective and efficient performance-driven political action programs designed to drive interest, awareness, votes, donations, influence, and advocacy. Leveraging Acxiom's leadership in data and identity along with media activation platforms of our InterPublic Group (IPG) network, political and non-profit strategists can engage high-value and relevant audiences with proper reach and frequency across a myriad of media channels. Identity and data efficacy assures your campaign dollars are reaching the right voters and donors at the right time and through the right channel.



DRIVE MASS AWARENESS AND INFLUENCE

Acxiom helps political strategists leverage deep audience insights to target citizens based on their personas and preferences. That means they can better connect with precise individuals through the right channels and use custom intent measurement surveys to optimize media.

USE CASE

- Target specific undecided swing state voters
- Increase voter action
- Generate audience awareness for issue advocacy
- Generate awareness in public safety or public health issues and provide relevant localized information
- Generate engagement in fund-raising campaigns for various causes

INCREMENTAL EFFICIENCY

While linear TV is still king within the world of political advertising, the reach gap is widening when you consider cord cutter audiences and the proliferation of ad-skipping platforms like DVRs. Through evaluating your linear TV schedule, Acxiom is able to produce a gap analysis to show you the audience members you're missing but could reach via addressable and connected TV.

USE CASE

- Increase voter turnout and engagement when and where it matters most
- Effectively target swing state voters by district / ZIP Code / city using addressable TV and other digital channels
- Generate awareness for issue advocacy where known government influencers are engaging in digital content

DRIVE INCREASED PARTICIPATION

Trying to start a movement but you lack the people? Want to get voters engaged? Performance-based marketing solutions focus on driving opt-in citizen engagement and name generation with performance pricing models and refined geo-targeting capabilities.

USE CASE

- Political campaigns looking to attract new individuals
- Parties that want to increase affiliation
- Issue advocacy
- Increase donations
- Non-profit organizations looking to raise funds

INFLUENCE POLICY

Acxiom matches consumer audience data with business-to-business employment records. That gives you the ability to target key decision makers with a 360-degree marketing program. This allows media to be targeted directly to governmental policy makers without massive wasted cost.

USE CASE

- Issue advocacy
- Political affiliation support

REAL IDENTITY TO GENERATE ENDORSEMENT AND DONATIONS

Nurturing first-party data is important for almost all businesses, but it's especially important in the political arena. The first step in leveraging your network is assessing the quality of the individuals in your files. Acxiom verifies identity and validates authenticity of personally supplied information. Cleaner data drives more effective media messages, while generating huge cost efficiencies in your media spend. Proper voter journey messaging promotes better advocacy, increased volunteers, and both repeat and first-time donations.

USE CASE

- Political campaigns
- Issue advocacy
- Increasing affiliation and engagement
- Fundraising campaigns

DATA PRIVACY AND COMPLIANCE SERVICES

Acxiom performs enterprise-level data cleansing through standard, optimized data-cleansing rules to ensure both clean and complete data records. Those services improve data quality and consistency, correct data anomalies, update information and fill in gaps. We automatically apply protection as data moves, removing personally identifiable information (PII), matching records, encrypting and transforming data to keep data privacy-compliant at rest and in transit.

FOR MORE INFORMATION about Acxiom Government Services, contact info@acxiom.com.



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