



ACXIOM GEOCONNECT AND GEOANALYTICS

acxiom®

THE PROBLEM

The COVID-19 pandemic has disrupted public safety, commerce, and human services in unimaginable ways. The federal government has turned to local officials to define and navigate the normalization of their communities during the pandemic. Local officials face enormous challenges, including:

- Resource constraints
- Need to predict virus spread and spikes in healthcare and supply chain needs
- Heterogenous populations (different segments have different needs at different times)
- Proliferation of misinformation and public mistrust
- Basic diagnostic and treatment tools that are:
 - Unavailable: Vaccine and proven treatment
 - In short supply and unreliable: Testing
 - Impractical: Contact tracing
- Protecting civil liberties
- Supporting civil and business services

THE OPPORTUNITY

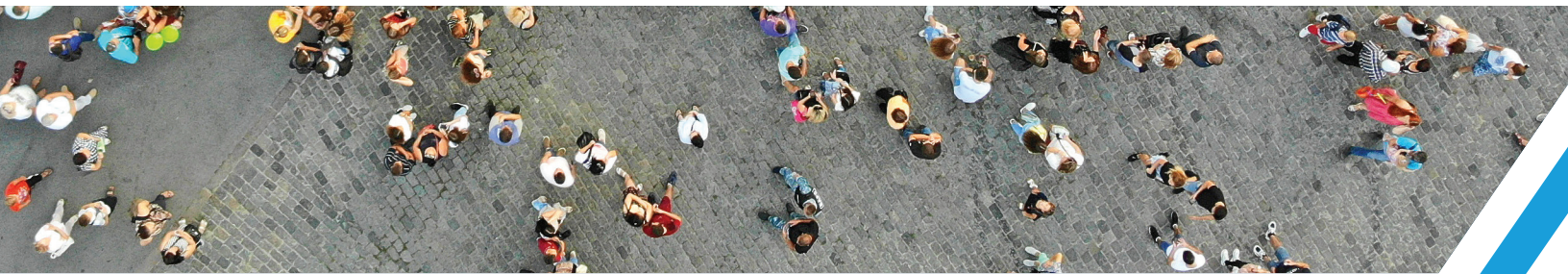
State and local municipalities have a rare opportunity to:

- 1 Estimate virus spread based on demographics and population mobility.
- 2 Provide data-based propensities to map potential “hot zones” and priority targets for vaccine dissemination, healthcare and supply chain needs based on population demographics (healthcare risk factors, age and population density) and mobility.
- 3 Create a pinpointed public service announcement priority messaging outreach strategy allowing for rapid and focused messaging. For example, reach citizens with highest risk for COVID-19 exposure or disease complications to inform them of testing or vaccination options when available.

Acxiom's solution will support state and local municipalities in their re-opening and recovery efforts by helping to ensure virus spread is predicted and that critical, accurate information reaches the right citizens. Acxiom has helped hundreds of organizations use information and tailored repeated communications to positively impact behaviors. State and local municipalities will not provide any personal data other than a list of critical counties, municipalities and ZIP codes the local municipality deems hot spots or aggregate data collected from publicly available sources (such as Johns Hopkins).

Communications can range from reinforcing safety protocols to assisting first responders, to testing locations, to helping find businesses and services. No matter the need, a direct communication strategy across all channels (online, mobile, addressable television, and other media) is an effective and efficient way to align all constituents on a common cause—protecting themselves, their families, friends, co-workers, communities and the businesses that service them all. This translates into a direct benefit across all aspects of the states or local municipalities, through the use of proven, best-in-class techniques, concentrated in digital media. Our solutions include:

- **ACXIOM GEO-ANALYTICS:** Aggregated Geolocation Services and Heat Map Reports
 - Aggregated geolocation data allows the states and local municipalities to identify population movement patterns and to create heat maps showing movement patterns from hot spots to other areas.
- **ACXIOM GEO-CONNECT:** Personalized Messaging
 - **Citizen Segmentation:** Delivering personalized messages to the right person at the right time allows states and local municipalities to connect with their constituents in the manner they want to be reached. This is achieved through deploying unique segments created by combining Acxiom InfoBase® demographics and affinity data for more than 90 percent of the population with geolocation services. Example: research on Millennials (born between 1980 and 1994) show differences in messaging needs vs. Baby Boomers. Furthermore, Millennials who are concerned with issues such as social injustice, may respond differently with the need for the state, county or city to work to build better trust.
 - **Digital Channel Distribution:** This solution uses best-practice marketing digital technology to lower the cost of efficiently delivering tailored messaging to each citizen portrait segment. For example, some might spend more time on Facebook or Twitter or Instagram or LinkedIn or YouTube or Spotify. Each of these channels has a slightly different way of engaging with people. Acxiom can send the message to the most appropriate channel(s) most effectively, using our buying power to ensure best placement, cost and effectiveness.
 - **Measurement and Reporting of Digital Public Service Announcement Campaigns:** that you are reaching your citizens is important. Acxiom will measure broad messaging impact on the city via reduced infection and hospitalization rates as well as add surveys to measure citizen sentiment along the way.



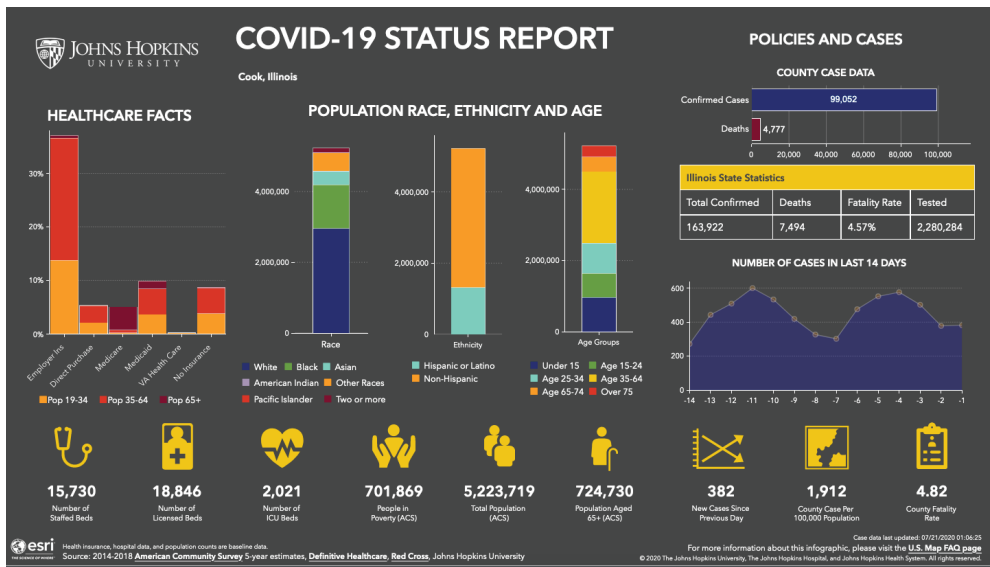
THE OUTCOME

State and local municipalities benefit from this solution because they can:

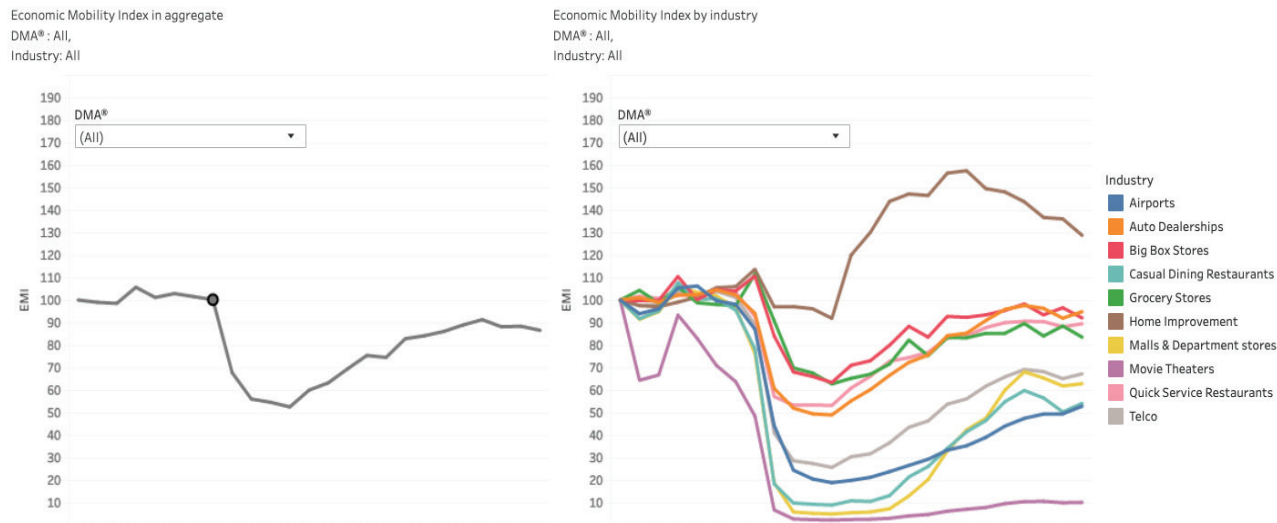
- Utilize heat maps to predict possible virus spread, identify areas of concern and optimally deploy resources
- Analyze and understand visitor and population movement patterns and the impact of those patterns on infection and hospitalization rates
- Measure citizens' safety sentiments based on their location (implement surveys in the communications)
- Measure improving or declining citizen trust in local or state government (survey)
- Measure increases or decreases in business traffic (geo data)
- Pair increases or decreases in infection and hospitalization rates with communication programs to calibrate cadence and tweak citizen portrait segments

SAMPLE REPORT

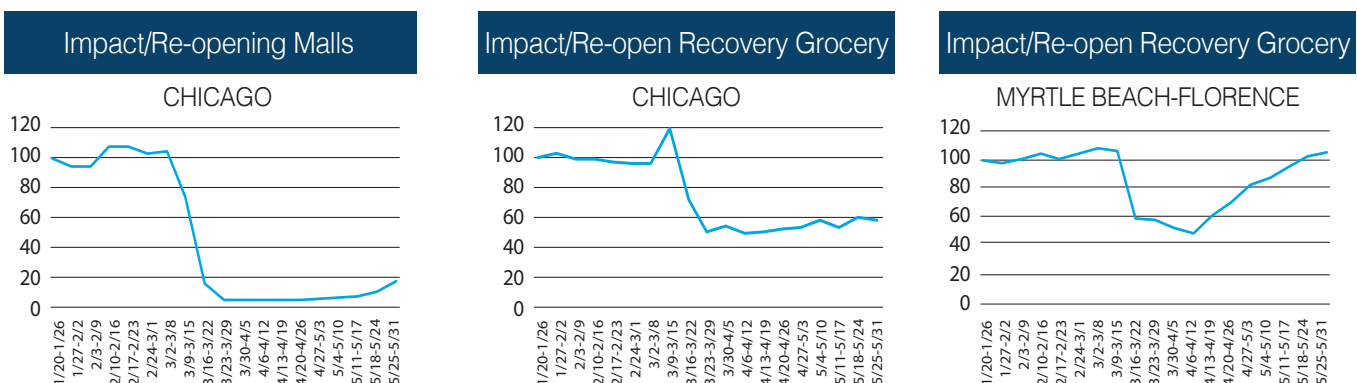
Axiom will supply weekly report from Johns Hopkins specifically around the impact of COVID-19 at a County, City or State level. The report will show behaviors tied to infection and hospitalization rates.



Compare COVID-19's infection rates on the impact on the re-opening/recovery of businesses, from malls to grocery stores and other retail locations. The city or state will also know how it compares to other cities/states.



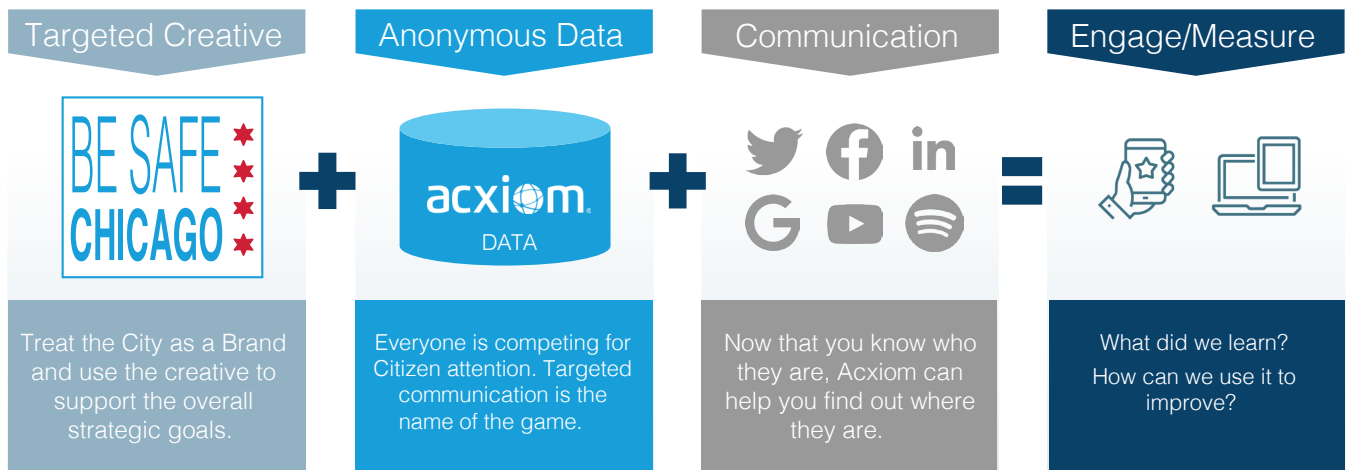
Ability to compare the city's re-opening progress to other cities



HOW IT WORKS

- 1 First Step (THE RIGHT PERSON):** Determine the citizen groups with which the state or local municipality desires to influence activity and behaviors
 - a. Identify specific citizen group(s)/portraits: using demographics like age, gender, ethnicity, income, education, married, children under 18, multi-family households, social status, occupation like healthcare, life stage, etc.
 - b. Intersect citizen portraits with geographic data such as city, county, specific neighborhood, commercial locations, etc., bringing in publicly available COVID-19 reported data
 - c. Overlay other data points like the daily increase in COVID-19 reported cases by city, county, etc.)
- 2 Second Step (THE RIGHT MESSAGE):** Create a communications strategy for each targeted citizen group. Examples:
 - a. Overall awareness to all reachable citizens or updates from state or local municipalities
 - b. Reaching healthcare workers with a safety message or important information about the personal protective equipment (PPE)
 - c. Contacting citizens to have higher risk due to underlying health issues, age, or other demographics
 - d. Tailor communications with citizens based on income and other needs with messages about how the state or local municipality is helping to keep them safe
- 3 Third Step (THE RIGHT MEDIA):** Execute a media plan with the right messaging cadence (example: once a day) for each citizen portrait segment for the places where they receive communications (ex: Google, Facebook, Twitter, LinkedIn, YouTube, etc.).
- 4 Fourth Step (THE BEST OUTCOME):** Combine data points to understand delivered communications and their impact on behaviors, infection rates, and hospitalizations.

PROCESS SUMMARY:



PRIVACY BY DESIGN

Acxiom takes privacy and ethical use of data very seriously. The communication will be sent at an anonymous level to protect a citizen's right to privacy. No opt-in process is needed, no personally identifiable information (PII) will be provided by the citizen or government, no PII will be returned to the government, no database of record at an individual level is used to create a footprint.

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