MOST USED **ACXIOM DATA**
BY INDUSTRY VERTICAL

acxiom.

ACXIOM POWERS
PRECISION MARKETING

Acxiom Data has the largest depth and breadth of demographic segmentation and predictive data, identifying over 260 million US consumer portraits.

- **INFOBASE® (IB ELEMENTS)** The largest, most accurate and comprehensive collection of U.S. multi-sourced offline consumer data available. 1,500+ Attributes.

- **AUDIENCE PROPENSITIES (AP MODELS)** Suite of 5,000+ integrated, pre-built Models designed to predict consumer behavior, product and brand affinities. Vertically focused and developed with industry-specific, syndicated data from the leading data providers. Effective when immediate availability, cost efficiency and ROI are critical factors.

- **SIGNAL DATA** Location based device data combined with Acxiom descriptive and predictive data to provide insight into interests and in-market tendencies based on actual visits to stores and dealerships.

- **PERSONICX®** Acxiom Personicx is a consumer segmentation and visualization suite, powered by Acxiom's exclusive InfoBase® household data, the recognized gold standard for the industry. The various Personicx segmentation systems can be applied to customer data for quick, accurate analysis that is immediately actionable. The systems can also be used for effective audience creation and targeting, both offline and online. The four Personicx segmentation systems—Prime, Lifestage, Digital and Financial are linked with consumer knowledge from syndicated studies provided by GfK MRI to more fully understand who those consumers are across behaviors, attitudes, interests, likes, dislikes, lifestyles and expenditures.

GETTING STARTED

- Check our Acxiom's most popular audience data packages:

  www.acxiom.com/data-packages/

- Get audience help and suggestions with our DataGuru@acxiom.com

- Say "I want to use Acxiom data" on your publisher RFP to get relevant Acxiom Audience data suggestions for your campaign

- Recommended lead time: 3 weeks

acxiom®

AUTOMOTIVE

MOST USED ELEMENTS IN THIS CATEGORY

9040	Current Vehicle
11066	In Market Auto Intenders (Signal data)
11098	In Market Auto Intenders Used Cars (Signal data)
11492	Auto Body Shops (Signal data)
11533	Car Rental at Airport (Signal data)
AP004485	In Market for a New Vehicle (Financial)
AP006140	In Market for a Used Vehicle (Financial)
AP004414	In Market for a New Luxury Vehicle (Financial)
AP004415	In Market for a New Regular Vehicle (Financial)
AP004556	In Market for a New Japanese Luxury Vehicle (Financial)
AP004557	In Market for a New Japanese Regular Vehicle (Financial)
AP006110	Regular to Luxury Move up (Financial)
AP004495	Affinity for a New Acura (Financial)
AP004509	Affinity for a New Honda (Financial)

Contact DataGuru@acxiom.com for additional suggestions.

DEMOGRAPHICS

IBE8626   Age

IBE8688   Gender

IBE8637   Occupation

IBE9514   Education

IBE7609   Marital Status

IBE7601   Children's Age Ranges

IBE7622   Presence of Children

IBE8531   Political Party–Input Individual

IBE7473   Entering Adulthood

IBE7469   New Parent

IBE2351   Single Parent

IBE7470   Child Near High School Graduation in HH

IBE3103   Hispanic Language Preference

IBE3101   Race Code (Low Detail) (not available on all platforms)

IBE3102   Country of Origin (High Detail) (not available on all platforms)

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DINING

11226	Applebee's Enthusiasts (Signal data)
11233	Chilis Enthusiasts (Signal data)
11311	Starbucks (Signal data)
AP001904	Likely to Dine at Wendy's
AP004138	Likely to Dine at Panera Bread Company
AP004156	Likely to Dine at Taco Bell
AP004149	Likely to Dine at Olive Garden
AP004159	Likely to Dine at KFC
AP001902	Likely to Dine at Chipotle Mexican Grill
AP004153	Likely to Dine at Quiznos
AP004142	Likely to Dine at Subway
AP004155	Likely to Dine at TGI Fridays
AP004145	Likely to Dine at Chili's Grill & Bar
AP004147	Likely to Dine at Papa Johns
AP004137	Likely to Dine at Applebee's
AP004140	Likely to Dine at Dairy Queen

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DIY

MOST USED ELEMENTS IN THIS CATEGORY

11180	Do It Yourself DIY (Signal data)
11186	Home Improvement Hardware Shoppers (Signal data)
11461	Lowes (Signal data)
11479	Chain Home Improvement Store Shopper (Signal data)
AP001509	Watch DIY
IBE7830	Home Improvement Grouping IBE7815 Home Furnishings/Decorating
IBE7816	Home Improvement
IBE7851	Home Improvement Do-It-Yourselfers
AP003266	Purchase Products from Specialty Paint Stores
AP003258	Purchase Products from Flooring Specialty Stores
AP003259	Purchase Products from Hardware Stores
AP003260	Purchase Products from Kitchen & Bath Specialty Stores
AP003261	Purchase Products from Lighting & Electrical Supply Stores
AP003262	Purchase Products from Lumber/Building Supply Stores

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FINANCE

AP001286	Liquid Investable Assets
IBE8621	Credit Card Indicator
IBE8642	Home Market Value–Estimated
IBE7641	Income
IBE9355	Net Worth: $2,000,000+
IBE8337	Highly Likely Investors
IBE8693	Credit Card User IBE8339 Likely Investors
IBE9358	Heavy Card User
IBE7793	Interest in Personal Investments
IBE8815	Bank Card User
IBE9350	Economic Stability Indicator
AP005197	Likely to Switch Bank Provider
11405	Banking Locations (Signal data)
11364	Wells Fargo (Signal data)

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GROCERY

11429	Publix (Signal data)
11419	Grocery Stores (Signal data)
11435	Whole Foods (Signal data)
11426	Kroger Grocery (Signal data)
AP004702	Used Pedigree Packaged Dry Dog Food in Last 6 Months
AP004431	Used Iams Canned/Wet Cat Food in Last 6 Months
AP004705	Bought Pet Food and Flea Control Products at Grocery Store or Super Market
11137	Shopper at Costco (Signal data)
11138	Shopper at Sam's Club (Signal data)
11140	Shopper at Target (Signal data)
11141	Shopper at Walmart (Signal data)
AP004782	Member of Sam's Club
AP004781	Member of Costco Warehouse Club
IB7280	Moms with Big Families
IBE7856	Cooking/Food Connoisseur

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HISPANICS

AP019330	Personicx Hispanic
AP001618	Listen to Hispanic Radio Format
AP001650	Have an Affinity for Dial Global Hispanic Network
AP019330	Personicx Hispanic NS Clusters
AP001621	Listen to Mexican/Tejano/Ranchera Radio Format
AP001629	Listen to Spanish AC Radio Format
AP001650	Have an Affinity for Dial Global Hispanic Network

Contact DataGuru@acxiom.com for additional suggestions.

PERSONICX HISPANIC

MOST USED ELEMENTS IN THIS CATEGORY

Enterprising Estates

American Investment

Future Forecasting

Earned Rewards

Balanced Life

Generous Contributors

Personal Achievement

Hardworking Homeowners

Adventurous Travelers

Secured Futures

Future Focus

Cultured Conservatives

Plentiful Pursuits

Tech Time

Special Treats

Trending to Homefronts

Time-Crunched Travelers

Homes & Sports

Extending Generations

All in the Family

Looking Sharp

Making Connections

Achieving Ambitions

Personal Reflections

Team Pride

Tenured Self-Starters

Anticipating Opportunities

Generous Country

Sustaining Generations

Game Time

Homefront Havens

Practical Venturists

Lively Pursuits

Making it Happen

Country At Heart

Dual Interests

Fervent Fans

Adventure Seekers

Frugal Fun

Generous & Frugal

Bright Horizons

Close to Home

Transitional Journeys

Practical Tech

Country Contentment

Settled Early

Mature Stability

Dynamic Transitions

Extreme Entertainment

Pragmatic Planners

Sporting Fun

Modest Renters

Center Spotlight

Future Intentions

Practical Futures

Contact DataGuru@acxiom.com for additional suggestions.

HOME

IBE7606	Home Owner/Renter
IBE8625	Home Type (single family, condo, apartment)
AP005729	In Market for Home Purchase
IBE7774	Dog Owner
IBE7775	Other Pet
IBE7467	Recent Home Buyer: Past 6 Months
IBE7773	Cat Owner
IBE7607	Residence: Greater than 12 Years
AP004394	Buy a Vacation or Second Home
AP004391	Buy Your First Home
IBE8271	Home Living
IBE8274	Sporty Living
IBE8642	Home Market Value
11456	Home Furnishings Shoppers (Signal data)
11182	Home Appliance Shoppers (Signal data)

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INSURANCE

IBE9588	Auto Insurance Policy Renewal Month
AP001233	Obtain Medical Insurance from Medicare
AP001234	Obtain Medical Insurance from Other Government Source
AP005199	Likely to Switch Insurance Provider
IBE8590	Home Insurance Expiration Month
AP001219	Delta Dental Health Insurance
AP001144	Likely to Have a Combined Home and Auto Insurance Policy
AP001222	Humana Health Insurance
AP001218	Cigna Health Insurance
AP001239	Likely to Have Dental Insurance
AP001216	Aflac Health Insurance
AP001215	Aetna Health Insurance
AP001220	Group Health Cooperative Insurance
AP001221	Health Net Health Insurance

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LIFESTYLES

AP003248	Technology Early Adopter
11047	Tech Enthusiast (Signal data)
11048	Bargain Hunters (Signal data)
11010	Beauty Mavens (Signal data)
IBE7739	Cooking–General
IBE2776	Green Living
IBE7743	Foods–Natural
AP002275	Natural or Organic Food
IBE7821	Sweepstakes/Contests
IBE7772	Self Improvement
IBE7813	Motorcycling
IBE7817	Home Gardening
IBE7753	Crafts
IBE7754	Photography
IBE7732	Arts
IBE7757	Sewing/Knitting/Needlework

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PHARMACEUTICALS

MOST USED ELEMENTS IN THIS CATEGORY

AP000830	Asked Doctor to Prescribe a Specific Drug in the Last 12 Months
AP000827	Made a Doctor's Appointment in the Last 12 Months
AP000828	Discussed an Ad with Doctor in the Last 12 Months
11049	Vitamins and Nutrition Shoppers (Signal data)
IBE3447	Ailment Rx Online Search Propensity
IBE3448	Advertised Medicine Inquirers Propensity Score
IBE2778	Brand Name Medicine Propensity Score
IBE3446	Prescriptions by Mail Propensity
AP000820	Health Interest Indicator
AP002444	Purchase Online Contacts/Sunglasses/Eyeglasses
AP002437	Bifocals
CA00053	Likely Prescription Type Allergy
CA00005	Likely Prescription Type–Type 1 Diabetes
CA00006	Likely Prescription Type–Type 2 Diabetes

*CROSSIX data also available through Acxiom.

Contact DataGuru@acxiom.com for additional suggestions.

PHILANTHROPY

MOST USED ELEMENTS IN THIS CATEGORY

IBE2076   Charitable Donors

AP001722   Fund Raising Activities

AP001721   Environmental Groups or Causes

AP001720   Group to Influence Public Policy or Government

AP001715   Charitable Organizations

AP001719   Non-religious Organization

AP001718   Religious Organization

AP001724   Rewards Card

AP001717   National Public Radio

AP001716   Public Broadcasting Service

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RETAIL

MOST USED ELEMENTS IN THIS CATEGORY

11163	Baby Gear Shoppers (Signal data)
11046	Luxury Shoppers (Signal data)
11063	National Clothing Retail Chains (Signal data)
11109	Bridal Shoppers (Signal data)
AP002988	Purchase Accessories from an Apparel Specialty Stores
AP003370	Purchase Toys for Ages 1-2
AP003365	Purchase Toys for Ages 3-4
AP003661	Purchase Asics Footwear
AP004710	Purchase Luxury Brands
AP001921	Purchase Apparel from an Upscale Store
AP001918	Purchase Apparel from a Sport Specialty Store
AP001920	Purchase Apparel from a Trend Junior Store
AP001922	Purchase Apparel from an Online Pure Play Store
AP001731	Purchase Apparel from a Warehouse Club
AP001919	Purchase Apparel from a Traditional Department Store
AP001990	Purchase Apparel from a Mass Merchant
AP001917	Purchase Apparel from a National Chain Store
AP001730	Purchase Apparel from an Off Price Store

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SOCIAL MEDIA

MOST USED ELEMENTS IN THIS CATEGORY

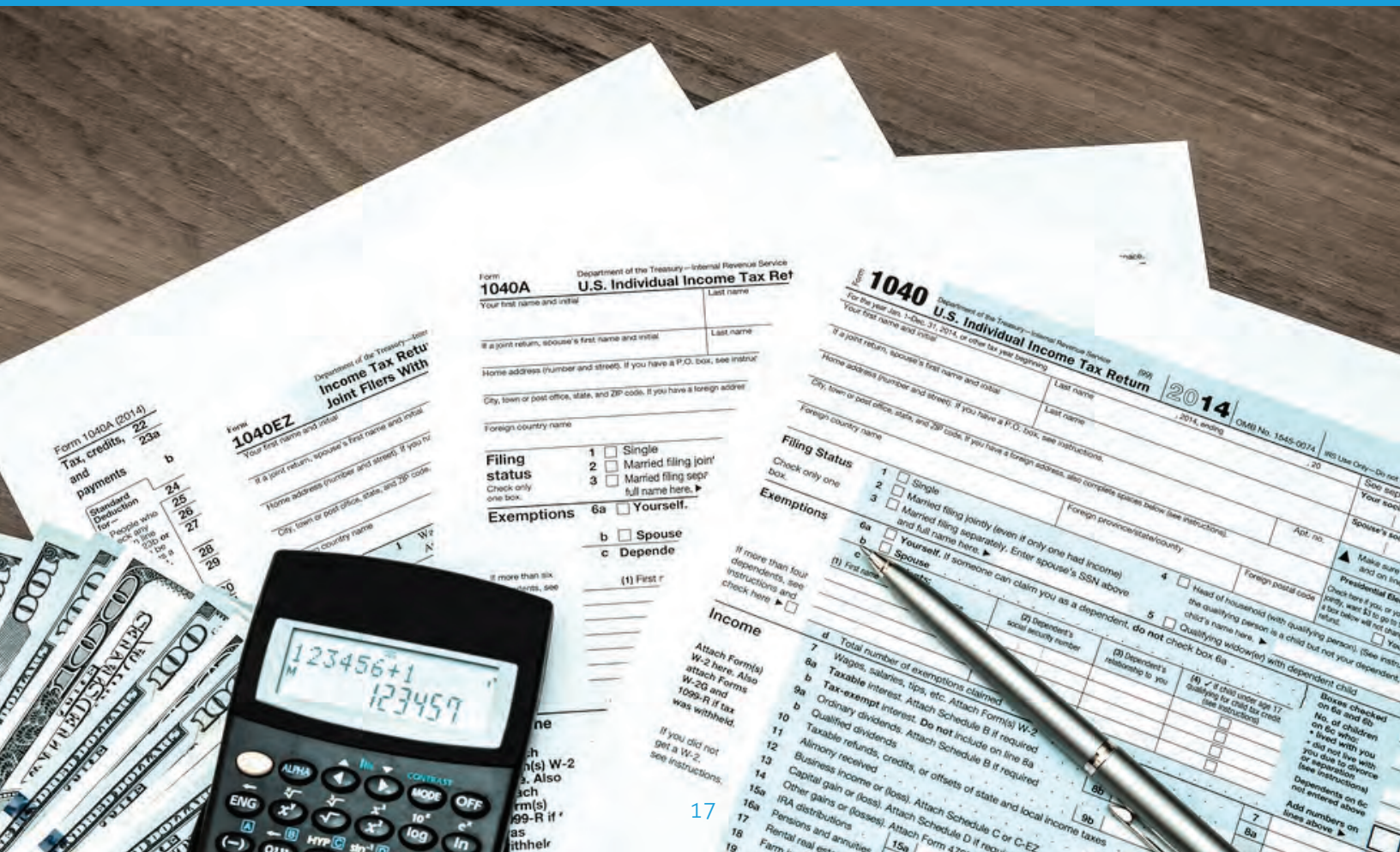|	
AP002719	Heavy Facebook User
AP002721	Heavy LinkedIn User
AP002720	Heavy Twitter User
AP002722	Heavy YouTube User
AP002718	Mobile Social Networker (Financial)
AP002724	Photo Poster
AP002726	Post Responder
AP002716	Social Influencer (Financial)
AP002717	Socially Influenced
AP002723	Text Poster
AP002725	Video Poster

Contact DataGuru@acxiom.com for additional suggestions.

SPRING SEASONAL

MOST USED ELEMENTS IN THIS CATEGORY

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SPORTS

MOST USED ELEMENTS IN THIS CATEGORY

11299	Sports Enthusiast (Signal data)
11195	Sports Equipment and Outdoor Gear Shopper (Signal data)
IBE7803	Camping/Hiking
AP005747	Water Sports
IBE7811	Golf
AP005744	Tennis
AP005745	Professional Sports Event
IBE7804	Hunting/Shooting
AP005738	Biking
AP005746	Winter Sports
TP001642	IPSOS Affluent Avid Fan of Summer Olympics
TP001643	IPSOS Affluent Avid Fan of Winter Olympics
AP000629	Participated in a Fantasy Sports League in the Last 12 Months
AP001590	View Pay-Per-View Sports in the Last 12 Months
AP004805	Teen Sports Enthusiast

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TECHNOLOGY

MOST USED ELEMENTS IN THIS CATEGORY

11153	Phone Shopper (Signal data)
11154	Phone Shopper Currently Android Consumer (Signal data)
11155	Phone Shopper Currently IOS Consumer (Signal data)
11043	Computer and Software Shoppers (Signal data)
AP003248	Technology Early Adopter
AP004021	View Videos Through Online Rental/Streaming Subscription
AP003247	Likely Retailer Type: Website Vendor Store
AP000314	Likely to Switch Cell Phone Providers
AP001907	Likely to Own: Media Streamer
AP004162	Likely Brand: Xbox
AP003246	Likely Retailer Type: Website Retailer Store
AP001908	Likely to Own: Internet Connected TV
AP004163	Likely Brand: PlayStation
AP003230	Likely Product Type: Tablet Computer

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TRAVEL

11397	Magic Kingdom (Signal data)
11402	Leisure Traveler (Sign data)
11427	Business Traveler (Signal data
11497	Upscale Hotel (Signal data)
IBE7744	Leisure Travel Domestic
AP004170	IHG Brand Affinity
AP004167	Delta SkyMiles Member
IBE2507	Business Travel
AP004172	Starwood Brand Affinity
AP004235	American Advantage Member
AP004179	JetBlue Airlines
AP004180	Southwest Airlines

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WINE AND SPIRITS

MOST USED ELEMENTS IN THIS CATEGORY

IBE7731	Food Wines
AP001754	Shopped for Wines/Champagnes by Internet
AP004272	Drinks or Serves Any Budweiser
AP004283	Drinks or Serves Any Heineken
AP004270	Drinks or Serves Bud Light
AP004271	Drinks or Serves Budweiser
AP004282	Drinks or Serves Heineken Light
AP001935	Seagram's Gin
AP001924	Purchase Any Whiskey
AP001923	Purchase Any Wines (Financial)
AP001951	Bacardi Light/Regular/Superior
AP001981	Seagram's Vodka (Financial)

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WINTER SEASONAL

MOST USED ELEMENTS IN THIS CATEGORY

AP005554	Cyber Monday Shoppers
AP005549	Christmas Online Bargain Shoppers
AP005551	Christmas Chefs
AP005553	Christmas Restaurant Goers
AP005778	Super Bowl Super Fans
AP005781	Super Bowl New TV Buyers
AP005783	Super Bowl Decorations
AP005784	Super Bowl High Spender
AP005795	Valentine's Day Flower Buyers
AP005796	Valentine's Day Jewelry Buyers

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CONTACT DATAGURU@ACXIOM.COM FOR ADDITIONAL SUGGESTIONS. Acxiom has thousands of data elements to choose from to tailor your audience needs. We hope to partner with you soon on your next data targeted audience request.

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