

Global Motorcycle Manufacturer

A Single Source of Data Solutions for 8 Countries

Opportunity

The motorcycle manufacturer was looking to drive customer acquisition by gaining a deeper understanding of customers in eight of their major markets across four regions

Goal: Understand the defining characteristics of customers versus the reference population to create accurate personas for targeting

Acxiom Solution

- Presented a single story around global data
- Enhanced customer data and executed consistent portrait reports across United Kingdom, France, Germany, Italy, Canada, Japan, India and Australia
- Displayed comprehensive reporting techniques
- Provided a consistent pricing structure across all countries

The Acxiom Difference

- Knowledge of the global data landscape
- Ability to globally define characteristics of customers in detail and develop personas for effective targeting
- Successful delivery of the same services in the U.S. and in global markets
- Consistent reporting profiles across major markets