ACXIOM HYGIENE SERVICES

Clean and enhance digital and offline data globally
Contact data decays at a conservative estimate of 2 to 3 percent a month. That means as much as 36 percent of your data needs cleansing every year. Accurate data is foundational, whether you are a marketer looking to successfully engage with consumers and deploy impactful campaigns or a company that needs to stay in touch with its customers to inform them about its services.

But why does data change so quickly? Because people change. They change jobs, homes and names. They divorce, marry, move, and move again, resulting in millions of changes in consumer information each year. The complexity of managing these changes and the fragmented interactions with a consumer is daunting.

Additionally, consumers engage with brands in an increasing number of ways across a multitude of ever-growing channels, including digital, social, mobile, email, direct mail, customer service lines and more. Bad data leads to a bad experience across touch points, which can frustrate and alienate loyal customers. CCPA and other emerging consumer privacy regulations make clean and complete data more imperative than ever.

KEY BENEFITS
Acxiom’s identity hygiene services help brands:

- Ensure consumer data is consistent and accurate to fuel marketing and operational efforts
- Better know your customer for end-of-year campaigns and get your data clean and ready for CCPA
- Improve data accuracy to enable resolution of data into an optimized view of the consumer for marketing and other applications such as master data management and customer data platforms
- Minimize redundant and duplicate data for optimization of infrastructure, storage, communications and processing
- Help maximize postal campaign discounts and effectiveness
OUR APPROACH

Acxiom’s hygiene services are an enterprise-level data platform to cleanse, standardize, and enhance your consumer contact data, including email addresses, phone numbers, names and addresses.

Our hygiene services:

- Effectively parse and standardize contact data to optimize your marketing results
- Validate, correct, complete, and enhance postal addresses beyond USPS standards, improving mail deliverability and postal discounts
- Include Acxiom’s address standardization as well as proprietary mover updates and other address intelligence data
- Clean and validate email addresses to optimize digital marketing campaigns

Leverage industry-leading identity resolution capabilities to improve contact data quality, which can decrease duplicate records by up to 15 percent.

Acxiom’s hygiene services are available in pre-configured business service packages that incorporate years of data management expertise and best practices.

PROVEN RESULTS

- Corrects on average more than 40 percent of missing or incorrect addresses
- Validates phone and email syntax
- Generates 10-30 percent better insights about new movers
- Supplies new addresses for up to 25 percent of the NCOA<sup>Link</sup>® near matches or Moved Left No Address records

Consistent and accurate customer data fuels effective people-based marketing across all channels and supports more accurate engagement across acquisition, retention and cross-sell programs. Acxiom’s hygiene services are available in the U.S and across other specific global regions.

WHY ACXIOM?

- **EXPERIENCE**
  More than 50 years of data, identity and data management experience

- **TRUST**
  Leaders in data governance and ethical data sourcing

- **SERVICE**
  Exceptional service delivery and client retention

- **ACCURACY**
  Most comprehensive and accurate data across the globe

FOR MORE INFORMATION visit acxiom.com/risk or email info@acxiom.com.