“We can clearly see the value in Personicx — we now have a defined universe to focus on for increasing share of wallet and know where to start with our mobile marketing campaigns to make the most of our budget.”

Director of Analytics
Fortune 500 Financial Institution
PERSONICX®

Market leading multi-dimensional consumer segmentation solutions provide robust insights in ready-to-go personas for quickly defining audiences and creating exceptional customer experiences.

Personicx is a syndicated segmentation and analysis suite with global reach. Market-tested and proven segments are available for broad or specialized use cases, enabling quick and effective omnichannel marketing strategy and tactics. New to the U.S. market, Personicx Prime provides a powerful double cluster assignment at the individual and individual in a household level for better understanding & marketing to modern consumers.

Acxiom Personicx gives you an unmatched resource for reaching your best marketing audience – across all channels – to help you narrowcast personalized and coordinated contacts for optimum results.

Whether used alone or together, all systems allow marketers to organize customers and prospects based on their demographics, socio-economics and essential buying behaviors to support key use cases:

- Customer segmentation for executing effective marketing strategy and tactics
- Robust audience portrait creation for deeper understanding of consumers and their likely in-market behaviors
- Omnichannel audience definition and targeting for coordinated acquisition, upsell, cross-sell, and retention programs across digital and offline platforms
- Creation of more relevant messages, content and customer experiences

The Personicx suite allows you to better know — and anticipate — your customers’ demographics and buying behaviors, conduct market analysis, plan customer acquisition strategies, and create cross-sell/ upsell and retention campaigns that are truly targeted, personalized and powerful.
POWER YOUR MARKETING WITH PERSONICX

Only Personix is built from the most accurate and complete data available at the actual household and individual level. All systems are linked to globally renowned syndicated survey sources, providing rich insights into thousands of attitudes, interests and behaviors without the expense of conducting your own primary research. The Personix advantage provides marketers the greatest differentiation and predictive power for segmenting consumers. Bring in your own customer data for customized segments, and you’ll have unprecedented multidimensional insights for an undeniable competitive advantage.

Powered by Acxiom’s InfoBase® data, the Personix suite includes:

**PERSONICX PRIME**
An innovative new segmentation system intended to better represent modern consumers and their interactions in a digitally oriented marketplace. Consumers are first assigned to one of 91 “Prime” segments for a multi-dimensional view of each individual consumer, and then assigned to one of 79 “Person-at-a-Place,” or “Place” segments to better understand the household in which the consumer resides. The Prime and Place clusters then map to one of 15 groups.

**PERSONICX LIFESTAGE**
A proven household-level segmentation system that places U.S. households into one of 70 segments and 21 groups based on similar demographic, socio-economic and consumer behaviors. Broad-reaching applications that fit most business models.

**PERSONICX LIFESTAGE INSURANCE GROUPS**
These 13 distinct groupings of the 70 Personix Lifestage clusters segment U.S. consumers by similar demographic and insurance tendencies. Based on the proven performance of Personix Lifestage, this framework provides a manageable number of segments for insights into insurance-related consumer behavior.

**PERSONICX FINANCIAL**
An evolutionary “Regulation B friendly” segmentation system built from financial behaviors, grouping households by similar propensities for financial activities, regardless of demographic characteristics. Leveraging more than 70 different behaviors, households are placed into one of 54 clusters that map to 13 groups. The “go-to” for financial marketers and those looking to differentiate on financial behaviors.

**PERSONICX HISPANIC**
New insights into the Hispanic market, now at an individual level. Built exclusively for better marketing to the Hispanic market, this system leverages 15 unique demographic, socio-economic, behavioral and assimilation factors. It classifies Hispanic consumers into one of 55 clusters that map to nine groups.

For market-level analysis, Personix Geo™ provides ground counts by cluster as well as a dominant cluster assignment for eight different geographic levels, ranging from ZIP+4® to block group to DMA®.

For all systems, you will have access to detailed demographic snapshots of each cluster, along with national distributions and counts in the Personix Online Guide. Through licensing the Personix-encoded survey data, you will also have access to critical information such as which competitors the clusters are more likely to shop, product usage, media preferences, attitudes toward advertising, interests and expenditures — both nationally and at a local market level.
UNDERSTAND YOUR MARKET

Personicx offers a full portfolio of reporting and analysis to allow you to know, compare and map your customers, all made possible by the Personicx Analysis Tool.

- Customer Portrait Analysis
- Customer Maps
- Portrait Comparison Analysis
- SWOT Analysis
- Competitive Analysis
- Behavior Ranking Reports
- Lifestyle Snapshot Reports
- Market Ranking Reports
- Market Potential Reports & Maps

WHAT DO PERSONICX CLUSTERS LOOK LIKE?

Personicx Prime: Naturally Digital
With an average age of 29, these mostly high school graduates are into all things digital. Many watch TV on their smartphones, use all types of social media, and invest in wearable devices to track their progress with fitness goals. In general, they rarely watch primetime TV or read a print newspaper.

<table>
<thead>
<tr>
<th>% Est. Married</th>
<th>% Est. Head of</th>
<th>Avg. HH Rank</th>
<th>Gender</th>
<th>Digital Top Segment</th>
<th>Media Top Segment</th>
<th>Living Services Top Segment</th>
<th>Wealth Top Segment</th>
<th>Behaviors Top Segment</th>
<th>Political Top Segment</th>
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<tr>
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<td>Personal Improvement</td>
<td>Modest Starts</td>
<td>Risk for Reward</td>
<td>Towers &amp; Tropics</td>
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In addition to the U.S., Personicx segments are available for audiences in Germany and the UK. Additional consumer segmentation options are available for other regions. Check out Acxiom’s Global Data Navigator tool or contact Acxiom for more details.

TO LEARN MORE about Acxiom Personicx, please visit us at www.acxiom.com or email us at info@acxiom.com