REACH CONSUMERS AS THEY TURN INTEREST INTO INTENT

Acxiom Market Signals represent a combination of location-based device data combined with Acxiom descriptive and predictive data to create audiences that show specific interests or in-market tendencies based on the consumers’ actual visits to stores and dealerships and making purchases at specific stores or with specific brands.

ACXIOM MARKET SIGNALS CATEGORIES

- **Onsite Enthusiasts**: Consumers seen at a given location more than two times within the past 30 days.
- **Mid-stream Journeyers**: Consumers in the purchase process based on offline location data and online search or purchase data.
- **Actively In Market**: Consumers deemed to be in-market based on actual visits to locations to shop for big-ticket items such as a new vehicle.
- **Serious Shoppers**: Highly-interested consumers based on actual visits to retail locations.
Benefits of using Acxiom Market Signals:

- Reach audiences within a week of when the visit to the location occurred
- Gain insights into consumers who actively shop at retail stores for specific brands or for competitors’ products
- Narrow your focus to consumers in-market for big-ticket items
- Deliver better personalization of offers
- Make more timely connections with marketable adults across offline and online channels

**EXAMPLES OF ACXIOM MARKET SIGNALS IN ACTION:**

An advertiser could pull a custom segment of Enthusiasts for Eyewear who are between 30-40 years old with a household income of $60,000-$100,000 and distribute to leading publishers and platforms to drive in-store traffic or online sales.

An advertiser could select consumers actively in market to purchase a specific brand of vehicle in a matter of days from the time of a visit to a dealership—with options to customize the audience based on attributes such as age, income, and location. Appropriate, timely messaging can then be delivered directly to these consumers.

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**WHY ACXIOM AUDIENCES**

- **Most Complete Data Offering**
  - Most countries, most attributes

- **Better Data**
  - Consistent leader in competitive studies

- **Experience**
  - Most experienced data scientists in the field

- **Extensive Distribution**
  - Distribute high-value audiences globally

- **Best Coverage**
  - Greatest quantity of marketable consumers

- **Data Stewardship**
  - Industry leadership in privacy/compliance

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To learn more about how Acxiom can work for you, visit acxiom.com/data or contact us at info@acxiom.com.