iD REAL IDENTITY™ BY ACXIOM

IDENTIFY AND CONNECT WITH CONSUMERS ANYTIME, ANYWHERE

Billions of people go about their days in perpetual motion – adding to a complex network of personal and professional relationships, each influencing how they perceive their own identity as well as the world around them. They're constantly changing – jobs, addresses, relationship status and the devices and channels they use to interact with you.

Your brand's ability to break through the noise and build lasting relationships with consumers is only as good as your ability to manage identity and keep up with changes. Acxiom Real Identity™ solutions help the world's biggest brands accurately identify and connect with consumers anytime, anywhere and over time to create exceptional experiences.

REAL IDENTITY USE CASES

Only Acxiom delivers global identity solutions at scale across multiple use cases and platforms to ensure clients have and keep a competitive edge in all people-based activities.

CONTINUITY
Ensure relevant and timely customer experiences throughout the customer journey with continuity between digital and known channels and timely insights for elevated engagement.

PERSONALIZATION
Deliver highly personalized offers and engagements to high-value audiences, based on a holistic customer view across all channels.

OPTIMIZATION
Amplify existing master data management and customer data platforms and client-owned marketing and analytic environments with first-in-class, scalable identity capabilities.

REAL-TIME RESOLUTION
Access real-time digital identity resolution via a scalable API in the cloud to enable next best offer, website personalization and improved call center service.

COMPLIANCE
Comply with CCPA, GDPR and future regulations with a real-time API enabling authentication, look up and removal.

ANALYTICS
Activate Real Identity inside existing marketing environments to achieve highly accurate, closed-loop measurement across all channels and devices.

HYGIENE   RESOLUTION   MANAGEMENT   ASSURANCE   CONSULTING

HYGIENE

Accurate data is foundational, wherever and however a marketer is looking to successfully engage with consumers. Acxiom's global hygiene services* cleanse, standardize, and enhance consumer contact data, including email addresses, phone numbers, names and postal addresses.

* Services vary by country based on postal standards, privacy regulations and the availability of data.

RESOLUTION

Third-party referential graphs provide important information to inform and improve identity resolution. Our deterministic approach uses external third-party identity reference graphs in combination with your first-party data to determine real people within an actual household. Yet to be most effective, they need an engine – Acxiom Identity Builder™ – to drive the continuing association of new and changing data into an ever-evolving identity profile.

MANAGEMENT

Identity is an ongoing process; our identity management service provides ongoing oversight and optimization to ensure identity evolves with your business. We harness more than 50 years of expertise to combine components of our identity portfolio to support a brand's unique view of identity for its business. We strategically layer artificial intelligence and machine learning into our products and processes to create a stronger solution for brands.

ASSURANCE

To meet compliance requirements for consumer access as well as building consumer trust, brands need assurance that consumers are who they say they are – as a separate workstream from marketing activities. Acxiom offers a comprehensive suite of identity assurance services that verify and authenticate identity and have delivered true business impact for many Fortune 500 companies. We also offer prefill and alert services to expedite quoting and reduce exposure for insurance carriers.
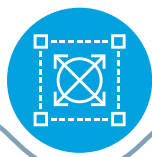
CONSULTING

Determining identity is hard and sometimes scary – like when businesses are faced with looming regulatory deadlines and have no plan to respond or when marketers are trying to connect with consumers through an ever-growing number of devices. Acxiom can help your organization assess and design the optimal identity solution based on your unique requirements and resources and leveraging existing systems. Tap into more than 50 years of expertise to build identity solutions to drive your business forward.

❯ Visit acxiom.com/identity or contact us at info@acxiom.com to learn more.

WHY ACXIOM REAL IDENTITY

| GLOBAL | SCALABLE | OMNICHANNEL | CONFIGURABLE | PORTABLE | COMPLIANT |