THE WORLD'S MOST POWERFUL CONSUMER INSIGHTS — ENHANCE, ENGAGE AND ACQUIRE
INFOBASE®

Consumers in today's connected world expect personalized experiences at every turn. Marketers looking to deliver those experiences need one thing: Data—exceptional, comprehensive data to enhance the understanding of their audiences.

Insights & Touchpoints
InfoBase

Acxiom InfoBase delivers accurate and powerful third-party descriptive and touch point data to nearly all addressable U.S. consumers. This single source provides comprehensive consumer insights with more than **1,500 attributes** for U.S. consumers and households.

Increases the accuracy and predictive power of marketing efforts

Improves response rates

Reduces marketing costs

Acxiom data has powered targeted marketing efforts for almost **five decades**, and today it powers engagement in the digital ecosystem—all while protecting consumer privacy and anonymity. Acxiom also fills in the gaps in your customer contact information by providing current email, telephone and address information.

Example InfoBase Audience Data Elements

INDIVIDUAL DEMOGRAPHICS Age, gender, ethnicity, education, occupation	**HOUSEHOLD CHARACTERISTICS** Household size, number/ ages of children	**FINANCIAL** Income ranges, net worth, economic stability
LIFE EVENTS Marriage/divorce, birth of children, moves	**INTERESTS** Sports, leisure activities, family, pets, entertainment	**BUYING ACTIVITIES** Products bought, method of payment
BEHAVIOR Community involvement, causes, gaming	**MAJOR PURCHASES** Automotive, Home Purchase	**GEOSPATIAL INSIGHTS** Geocoding of Lat/Lon, Census and InfoBase aggregates at Block, Tract, DMA, ZIP+4

THE INFOBASE PORTFOLIO INCLUDES:

InfoBase Enhancement—the leading consumer data-append product, supplies consumer descriptive data for use in analytic, segmentation and targeting applications. Hundreds of elements enable users to segment, analyze and model consumer data, resulting in accurate targeting and more predictive modeling.

FLORIDA PANTHERS NET 7.5X RETURN

The Florida Panthers franchise in the National Hockey League turned to Umbel's customer data platform to unite all information about its customers. Umbel engaged Acxiom to enhance customer records with comprehensive demographic data. Using Acxiom's Data Services API as a single, self-service entry point to leverage Acxiom data, the team can communicate one-on-one with fans, sell more tickets, solicit sponsorships and deliver more personalized experiences.

- Personalized ads drove a 5x return on investment in season ticket sales in just the first week
- After a month, the franchise had achieved a 7.5x cumulative return on ad spend

InfoBase Mobile and Phone — is a comprehensive, multi-sourced telephone database containing more than 225 million landline and wireless telephone numbers. It includes all publicly available consumer and business listings in the U.S. and Canada.

InfoBase Suppression — facilitates compliance with privacy regulations. Suppression improves results and decreases fraud by eliminating undesirable or unresponsive individuals. It suppresses consumers such as those found on the FTC, state attorney general and DMA do-not-call files, as well as the deceased.

InfoBase Email — is a file of more than 965 million U.S.-based consumer records used both for prospecting and customer loyalty or up-sell applications. It allows marketers to enhance their data files to facilitate email communication. Clients can identify email addresses of customers or prospects, or they can find the name and postal address for the consumer from only an email address.

InfoBase Geo — provides a snapshot of consumer attributes—household counts, area means and area medians— for a particular geography to enhance geospatial analysis. InfoBase Geo consists of five aggregated data packages: demographics, retail, financial, property and interests. Each package can be provided at eight standard levels of geography—ZIP + 4®, block group, tract, ZIP Code™ [1], county, state, CBSA and DMA® [2]. InfoBase Geo can be used with analytical and geospatial software to enable research and market analysis, to understand the geographic context of current customers, to find more customers and to determine optimal marketing mix.

[1]The following trademarks are owned by the United States Postal Service®: ZIP + 4®, ZIP Code™ and ZIP™.
[2]DMA® is a registered service mark of The Nielsen Company (US), LLC, and is used pursuant to a license from The Nielsen Company (US), LLC.

WIRELINE PROVIDER RETAINS MORE RELOCATING CUSTOMERS

Ninety percent of consumers who are moving relocate within 100 miles of their current residence. A major wireline provider knew the company that reached these customers first with the most compelling offer would win their business. Acxiom InfoBase Enhancement and InfoBase mobile and phone data quickly delivered new addresses for the wireline provider. This enabled the provider to:

- Increase revenue by an estimated $5 million based on reaching 5% more movers
- Reduce return mail by 35%
- Achieve a 95% match rate on movers' addresses

InfoBase Consumer Lists — offers the premier source of marketable names and addresses for digital and offline customer acquisition in the U.S. The lists are multi-sourced and updated regularly to ensure marketers can leverage the most accurate and actionable intelligence available. InfoBase Consumer Lists are held to the highest standards in meeting name and phone suppressions required by the Federal Trade Commission and state do-not-call regulations, DMA mail and phone suppression files, as well as deceased and prison suppressions.

Consumer List — provides coverage of more than 250 million individuals and approximately 167 million households. It helps companies target new consumer prospects with hundreds of demographics, homeowner, buying behavior, financial, health-related and interest selectors.

Hotlines — is a suite of lists that includes prospects who have recently experienced a "defining event" that prompts new or changed purchase behavior. These lists are updated weekly and records roll off after three to six months. Included are lists for new home owners, new movers, new borrowers and pre-movers.

Family Ties List — is an individual-level file that contains prospects who have an adult living relative (such as a parent or grandparent or adult child) who may or may not live in the same individual's household and may or may not have the same last name.

Historical Consumer List — is a historical snapshot of the Consumer List file at a point in time that provides a view of change over time that is critical for effective modeling and analytics.

Real Property List — includes more than 84 million homeowners with the data compiled directly from county recorder and assessor files, not inferred homeowners from modeled data.

Residential Address List — is an occupant file that includes one representation for every available U.S. residential address and Post Office Box™. This file is especially useful to clients that need to know the total number of possible addresses for the purposes of surveys and polling, occupant mailings or market analysis.

INSURER CUTS MARKETING COSTS PER NEW POLICY BY 65%

Acxiom helped a provider of health insurance plans drive the acquisition of highly responsive and highly profitable new policyholders using InfoBase® data products. The program included a series of communications targeting 92,700 households with up to three communications per household and resulted in:

- 2,068 new policy customers for a new-policy response rate of 2.23%
- Lowered direct marketing costs per policy of $78.68 from an average of $225
- Reduced cost-per-new-customer-account expense by 65%
- A response rate 185% over forecast

Ethical Data Collection and Sourcing

Acxiom is committed to the ethical sourcing of data for all our data products. Sources go through a data screening process that includes numerous privacy, legal, and self-regulatory criteria that any prospective data supplier must meet. Each source must ensure the consumer data it offers has been collected with appropriate consumer consent (notice and choice). Acxiom has implemented multiple validation procedures to screen and carefully vet each source.

Data Enablement & Delivery Services

Whether creating **digital or offline audiences**, building targeting lists or appending data to both known or anonymous audiences, Acxiom delivers rich insights across a wide range of data enablement and access options to meet the needs of today's omnichannel marketer. Acxiom's Audience Cloud™ enables digital audience creation and rapid distribution via a privacy-safe platform, and LiveRamp's Data Store allows rapid audience activation across hundreds of digital platforms and publishers. Acxiom's list services enable marketers to power their offline targeting needs, and robust data API services enable real-time data integration. Acxiom data is integrated with **hundreds of current digital platform partners and publishers**, and its full-service data enhancement services allow brands to access a full portfolio of third-party data to power more insightful people-based engagement.

WHY ACXIOM INFOBASE

- Illuminates all marketable consumers

- Allows brands to better understand, identity and target ideal audiences

- Enables brands to engage and personalize experiences across digital and offline channels

- Delivers the most accurate, comprehensive, up-to-the-minute data available

- Follows the highest standards of ethical data sourcing

WHY ACXIOM?

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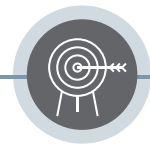More than 50 years of data, identity and data management experience

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

To find out more, please email **info@acxiom.com**

acxiom