ACXIOM SUPPRESSION

SAVE TIME AND MONEY WHERE IT MATTERS

Eliminate Non-responders—Honor Consumer Choices—Stay Compliant

A superior data suppression product can make a positive impact on your bottom line. Acxiom suppression products use industry-leading technology to provide unparalleled speed and accuracy compared to traditional suppression methods. In the past, numerous steps (or passes) were required to perform suppression based on mailing address, telephone number, email address and other suppression categories. With suppression, you have access to a single master suppression file that contains more than 500 million suppression records constructed from a growing number of sources and then matches records from your original customer list by suppressing those links, telephone numbers and email addresses.

COMPLIANCE SUPPRESSION

Federal and state privacy legislation is complex and ever changing. Complying with the latest regulations, compiling a multitude of suppression files, keeping track of varying update schedules, developing strong quality assurance processes—it's a complicated, expensive and labor-intensive business. Acxiom compiles current do-not-call, do-not-mail and do-not-email files and provides you with a convenient, one-pass suppression service while allowing you to choose how you want to access records from your marketing campaigns or prospecting list that you want to suppress.

MARKETING SUPPRESSION

Companies are challenged to suppress records that waste resources contacting customers or prospects who should not be contacted. Marketing Suppression improves campaigns' effectiveness by reducing marketing costs, improving campaign ROI, lowering the cost of rejected applications and reducing fraud risk by removing records from your client and prospect files such as deceased, prison or individuals that show financial hardships such as bankruptcies and tax liens or judgments.

HYGIENE   RESOLUTION   MANAGEMENT   CONSULTING

ACXIOM SUPPRESSION

Offers:

- Full coverage of all legally mandated suppression files plus industry best-practice data, giving you peace of mind
- Unparalleled match rates, accuracy and speed
- Timely file updates—some even daily
- Strong data file creation, build and delivery processes
- High-quality assurance standards and in-house experts who monitor the legislative environment

Benefits:

- Single-pass suppression can save you time and money
- Enhanced marketing performance/ROI may be realized by identifying less-responsive consumers
- Compliance with federal state regulations and the Data & Marketing Association can reduce your risks and can help protect you from negative publicity
- Honoring consumers' preferences builds loyal customers

COMPLIANCE SUPPRESSION

Includes:

DMA Suppression

- Self-regulatory efforts—considered best-practice suppression for marketers
- Mail Preference Service (MPS), Email Preference Service (EPS) and Telephone Preference Service (TPS), are effective ways to protect consumers' privacy. Experienced marketers use MPS, EPS, and TPS when processing offers to prospective customers. These services are an effective means of purging consumers who want less solicitation.

FTC National and State Attorney General Do-Not-Call Suppression

- Federal and state telemarketing and email legislation and ever-changing privacy guidelines increase the burden on marketers. Acxiom constantly monitors the legislative environment to ensure required do-not-call files are obtained as soon as they are available. All available mandated U.S. do-not-call files are built into InfoBase Suppression, and our Federal Trade Commission (FTC) do-not call file is updated daily to provide the freshest data.

Wireless Suppression

- As more consumers use only mobile, wireless telephones, new legislation and restrictions have been enacted on telemarketing to those devices. The FTC restricts telemarketing calls to wireless phones using an auto dialer and can levy fines and penalties for noncompliance. The DMA wireless do-not-call file solves only part of the problem—by blocking telephone numbers reserved for cellular use. Acxiom's Wireless Suppression files goes further by including the phone numbers of consumers who have transferred or "ported" their traditional landline number to a wireless phone. This comprehensive file can be used to flag your telemarketing files or customer base to better manage customer contact preferences and accurately recognize wireless numbers.

Underage Suppression

- Underage Suppression allows you to suppress individuals under the age of 18, ensuring you comply with legalities of the Children's Online Privacy Protection Act (COPPA). It helps increase your marketing ROI and avoid potential litigation.

MARKETING SUPPRESSION

Includes:

Prison Suppression

- Acxiom maintains federal and state data of more than 9,000 addresses of prisons, jails and other correctional institutions. By removing these addresses from your client file, you automatically reduce the chance of fraud and identity theft and save money by not marketing to people who can't respond.

Deceased Suppression

- Deceased Suppression automatically flags deceased consumers. The deceased file is multi-sourced from federal and state authorities and has one of the largest coverages with the greatest accuracy. Because of varying client needs and based on different marketing objectives (maximum coverage vs. accuracy vs. balanced approach), Deceased Suppression offers three levels of suppression, enabling you to choose various levels of confidence codes for Deceased.

Financial Suppression

- Continually rising promotional costs underscore the importance of eliminating unwanted and low-responding prospects— including those with bankruptcy and tax liens and judgments records—from your mailing lists and campaigns. Suppressing these prospects reduces time and money spent pursuing consumers who usually aren't profitable, could potentially increase the chances of fraud and identity theft or who can actually cost you money.

  Financial Suppression includes*
  - – Bankruptcy
  - – Taxes, Liens and Judgments
  - – Deceased File

*Due to regulatory restrictions, Acxiom will not provide any information indicating whether a record dropped was a deceased individual, an individual with a history of bankruptcy or an individual with a history of tax liens and judgments ("reason codes"). Summarized information derived from the processing of the product may be provided in one of the following limited formats: (1) a summary report indicating only the number of records dropped and associated reason codes; or (2) a consolidated report without reason codes for individuals dropped (for example, grouped as deceased and bankruptcy, or deceased, bankruptcy and tax liens and judgments). Financial output flags must be combined with deceased flags.

DELIVERY OPTIONS

- Batch
- Real-Time

OUR COMMITMENT TO DATA QUALITY

Delivering the highest quality data to our clients is vital to Acxiom's corporate mission. We believe that accurate, timely consumer information is a critical component of successful Customer Relationship Management. To that end, Acxiom employs a unified, company-wide data quality management system for evaluating each of our individual data products. Our best practices include complex methodologies for the continuous measurement, analysis, benchmarking, trending and improvement of data quality. In addition, Acxiom is committed to researching and creating new technologies that enhance information quality and sharing these innovations throughout our enterprise and industry.
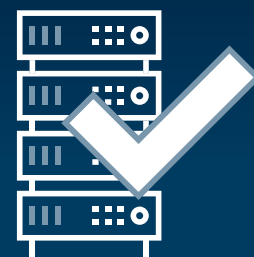
ACCORDING TO A MAJOR FINANCIAL SERVICES CLIENT

"The ROI of Financial Suppression was over 800%— we get over $6 million in benefits for only $750,000 per year. That's over $5 million in benefits a year."

WHY ACXIOM?

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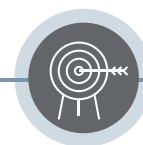More than 50 years of data, identity and data management experience

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/identity** or email **info@acxiom.com**.

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AC-0293-21 02/21