



DATA PORTRAIT ANALYSIS

AMPLIFY BRAND ENGAGEMENT WITH DEEP INSIGHTS



People have come to expect personalized experiences, tailored to their unique stories and interests. Can your brand meet this expectation? Do you have a deep understanding of your customers' needs, interests, and responses to your campaigns? Can you find prospects who mirror your best customers? The solution is Acxiom's powerful customer intelligence. With our in-depth data insights, we empower your brand to go beyond the extra mile, enabling you to craft personalized experiences that truly resonate.

Receive insights based on the data you know and trust from Acxiom:

INFOBASE



AUDIENCE PROPENSITIES



PERSONICX



ACXIOM HEALTH



PARTNER MARKETPLACE

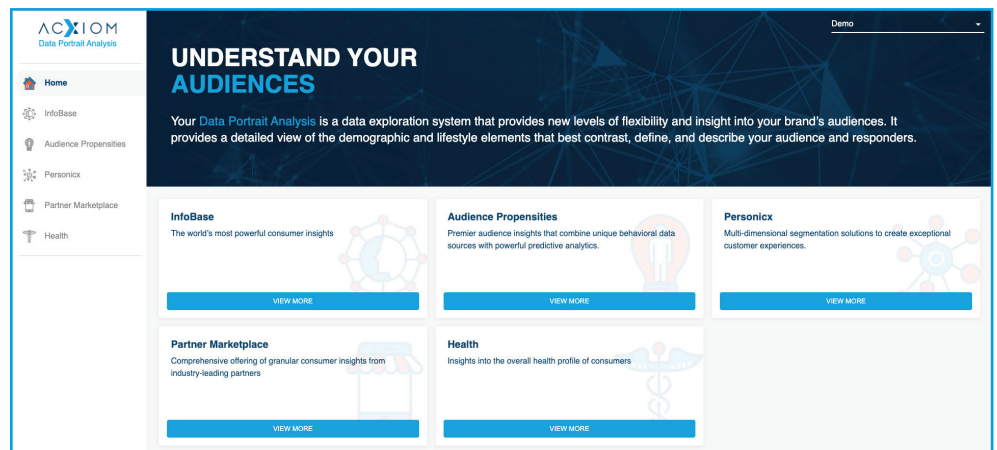


RAPIDLY VISUALIZE AND ANALYZE AUDIENCES

Our Data Portrait Analysis is a powerful interactive data exploration tool with more flexibility than ever. It brings together all the best-performing data available into an easy-to-use and rapidly deployed system designed to help you quickly understand, segment, and engage audiences.

It provides the most in-depth portrait of audiences overall and across any defined segment, giving your brand the ability to:

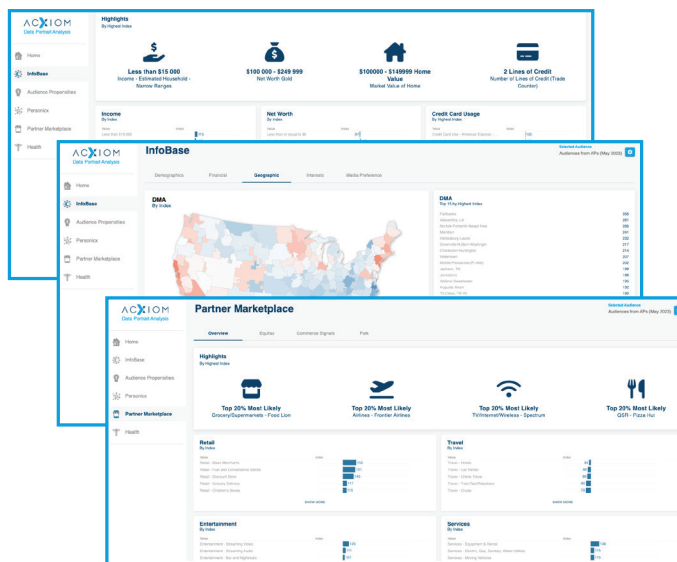
- Understand audiences with powerful, unique insights like never before
- Compare audience segments to each other and against the U.S. population



NEW LEVELS OF FLEXIBILITY AND INSIGHT

You can quickly apply thousands of unique insights to your customer base by appending Acxiom InfoBase® or any other Acxiom data products. Our Data Portrait Analysis empowers you with a vivid, detailed understanding of your audiences, spotlighting the unique characteristics that make each one special. With every analysis, you'll receive detailed views of the demographic and lifestyle elements that best contrast, define, and describe your audience and responders:

- Understand what makes your brand audience unique
- Compare and contrast different audience segments to each other and to the market in general
- Identify new data attributes that are most useful for refining audience selection
- Fine-tune audience selections to maximize go-to-market efficiencies



DEFINE AND COMPARE AUDIENCES. THEN CONVERT THEM.

Take personalized marketing experiences to the next level with insights from the Data Portrait Analysis to power all your marketing:

- Design more focused marketing campaigns to reach your best customers and prospects
- Easily and quickly evaluate the marketing opportunities you may be missing.
- Increase the growth potential and upsell performance by arming your sellers with the right intelligence
- More effectively focus your sales and outreach efforts to qualified prospects
- Understand the heart of your customer engagement, amplifying your brand's relevance like never before

TO LEARN MORE

about the Acxiom Data Portrait Analysis,
visit [acxiom.com](https://www.acxiom.com) or email info@acxiom.com.