



UNPARALLELED GLOBAL
CONSUMER INSIGHTS

ACXIOM DATA

LEVERAGE THE WORLD'S
BEST DATA TO UNDERSTAND
AND ENGAGE WITH PEOPLE
EVERYWHERE

ACXIOM

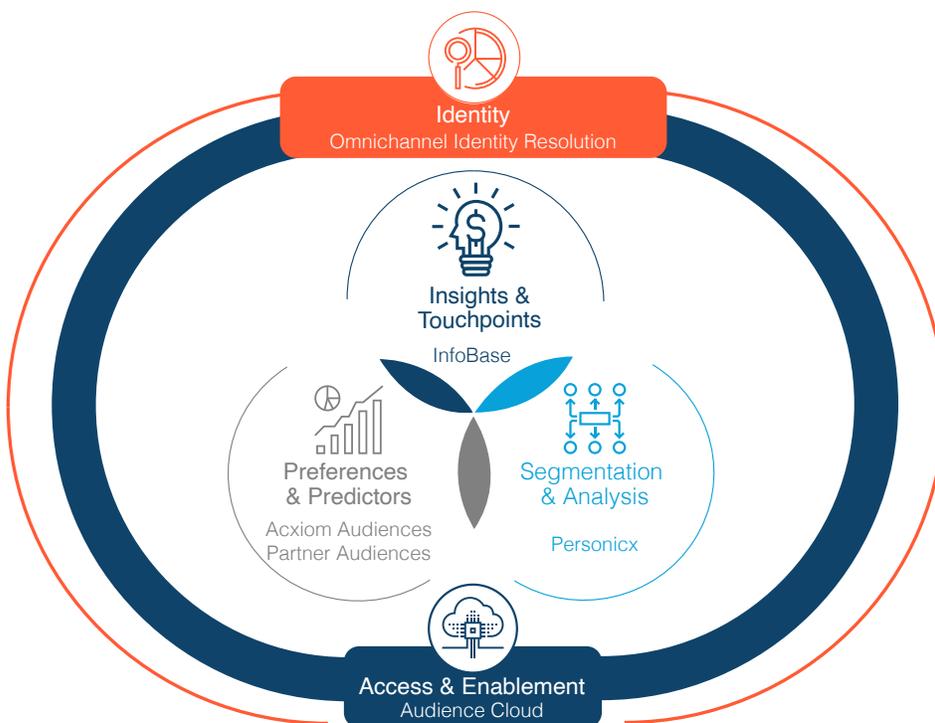
Marketers looking to deliver exceptional experiences need exceptional insights and data. Exceptional data provides the window into truly knowing and understanding audience needs, wants and preferences.

- Engage Audiences Across Digital and Offline Channels
- Enhance Understanding of Audiences
- Power More Relevant Engagement and Experiences
- Enable Acquisition, Upsell and Cross-Sell and Retention Efforts
- Build Long-Term Loyalty and Value
- Fuel More Robust Analysis and Predictive Analytics

Acxiom provides the **most comprehensive, global suite of insights** in the market, harnessing data about real people across the most sources of data to power audience targeting and people-based marketing.

Acxiom's data and insights illuminate all marketable individuals and enable brands to engage and personalize experiences across digital and offline channels. **Whether leveraging data for understanding audiences, building digital and offline lists, isolating contact touchpoint data or appending insights to known or anonymous audiences**, Acxiom's broad suite of offerings helps brands succeed.

Acxiom Consumer Data



With more than 50 years of data expertise, Acxiom has perfected the process to ingest, clean, match and enhance omnichannel datasets at scale in a privacy-compliant way.

Our broad portfolio of offerings enable people-based engagements everywhere across a wide spectrum of use cases, from simple to very sophisticated. Acxiom's full scope of data and insights covers the globe with reach of **2.5 billion addressable people across APAC, EMEA and the Americas overall.**

U.S. DATA SOLUTIONS

INSIGHTS AND TOUCHPOINTS

The most accurate and powerful third party descriptive and touchpoint data on 260 million addressable individuals to enhance and reach U.S. audiences.

INFOBASE® is the largest collection of U.S. consumer information available in one source. InfoBase provides the most accurate and comprehensive insights and data with more than 1,500 attributes representing 100% of marketable U.S. individuals and households. It offers unprecedented detail, accuracy and coverage, combined with more tools and features to help brands get the most out of their data.



Increases the accuracy and predictive power of marketing efforts



Improves response rates



Reduces marketing costs

CONSUMER INSIGHTS

Leverage InfoBase Enhancement to append customer descriptive data and InfoBase Suppression to honor people's choice and industry-mandated opt outs and identify suppression audiences such as minors or deceased for more accurate audience analysis, insights, and targeting.

GEOSPATIAL INSIGHTS

Use InfoBase Geospatial Data to power location analysis, market-level research, planning, and execution of successful marketing campaigns.

LISTS

Leverage InfoBase Consumer Lists, the premier source of marketable names and addresses for digital and offline customer acquisition in the U.S. including Real Property Lists, New Borrowers, New Homeowners, New Movers, and more.

TOUCHPOINT DATA

Access the world's most accurate and powerful touchpoint data via InfoBase Mobile and Phone and InfoBase Email for current email, telephone and address information to support omnichannel engagement.

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, home purchase, moves

INTERESTS
sports, leisure activities, family, pets, entertainment

BUYING ACTIVITIES
products bought, method of payment

BEHAVIOR
community involvement, causes, gaming

MAJOR PURCHASES
travel, automotive, real property, technology

PREFERENCES AND PREDICTORS

Premier audience insights that combine unique behavioral data sources with powerful predictive analytics for actionable targeting and messaging.

ACXIOM PREDICTIVE AUDIENCES

Acxiom Audience PROPENSITIES® are market leading behavioral and attitudinal indicators based on known, actionable information and tied to shopping intent, attitudinal data, media behavior, etc., to accurately predict brand affinity and preferences, in-market interests and timing, and media viewing habits. **Thousands of prebuilt propensity models from both Acxiom and trusted partners are available for immediate use, requiring little configuration.** They provide rich insights into a person's likelihood to respond, convert and remain loyal, as well as preferences for certain channels.

Audience Propensities are designed to address the **distinct nuances of a wide range of industries.** Rooted in multidimensional insights from syndicated data partner relationships, Acxiom's models are superior to other approaches that rely on a single attribute or attitudinal indicator. With statistical confidence, Audience Propensities help predict answers to the most important marketing questions:



WHO HAS AFFINITY FOR MY BRAND?



WHICH CHANNELS AND PRODUCTS ARE LIKELY TO BE SHOPPED?



WHO IS IN THE MARKET NOW?

ACXIOM AUDIENCE PROPENSITIES INCLUDE:

Over 4,000 prebuilt audience predictors

300+ Automotive industry propensities including brand affinities, accessories, and packages

500+ CPG propensities including consumable food and beverage preferences, pet products and beauty supplies.

200+ Insurance propensities including brand preference for auto, property, life and health and channel propensities

200+ Investment Services attributes including assets, retirement savings and affinity for investing

900+ Retail propensities including purchase behavior, shopping propensities and brand affinities

150+ Technology category propensities including mobile wallet interests, consumer electronics brand affinities, wearables attitudes and behavior and media usage

PARTNER PREDICTIVE AUDIENCES

Acxiom Partner Predictive Audiences unlock data driven marketing opportunities by providing uniquely insightful behavioral and attitudinal indicators developed in partnership with select data providers. These solutions provide deep “always on” access to current behavioral and attitudinal data including product-level purchasing, retail spend, content consumption across channels, interests and lifestyles for brands seeking to fine tune their people-based engagements. Omnichannel partner audiences are built leveraging Acxiom’s leading Identity Graph combined with Acxiom’s InfoBase data, offering a powerful predictive data foundation that results in actionable insights to drive marketing engagement strategy and messaging.

A FEW OF OUR PARTNER AUDIENCE OFFERINGS



Health and wellness behavioral and attitudinal insights



Linear TV and OTT viewership insights



Attitudes, preferences and behaviors of affluent consumers



U.S. focused attitudinal and behavioral insights



Purchase intent and behavior data insights



Restaurant dining behavioral insights



Mobile device location and location context insights



Content consumption and social sharing insights

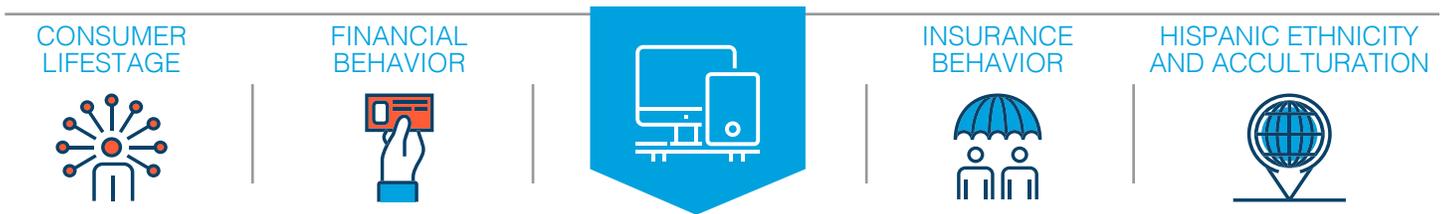
▶ Acxiom’s *privacy-by-design data processing approach* ensures ethical use of data in our product development for partner audience creation services.

PERSONICX[®]

Market leading multi-dimensional segmentation solutions for analysis, personalization and engagement to create exceptional customer experiences.

Personix is a syndicated segmentation and analysis suite with global reach. Market-tested and proven segments are available for broad or specialized use cases, enabling quick and effective omnichannel marketing strategy and tactics. New to the U.S. market, Personix Prime provides a powerful double cluster assignment at the individual and individual in a household level for better understanding and marketing to the modern person.

PERSONICX PRIME: Power personalized and relevant customer experience



Acxiom Personix gives you an unmatched resource for reaching your best marketing audience—across all channels—to help you narrowcast personalized and coordinated contacts for optimum results.

Whether used alone or together, all systems allow marketers to organize customers and prospects based on their demographics, socio-economics and essential buying behaviors to support key use cases:

- Customer segmentation for executing effective marketing strategy and tactics
- Robust audience portrait creation for deeper understanding of individuals and their likely in-market behaviors
- Omnichannel audience definition and targeting for coordinated acquisition, upsell, cross-sell, and retention programs across digital and offline platforms
- Creation of more relevant messages, content and customer experiences

The Personix suite allows you to better know—and anticipate—your customers' demographics and buying behaviors, conduct market analysis, plan customer acquisition strategies, and create cross-sell/upsell and retention campaigns that are truly targeted, personalized and powerful.

ACCESS AND ENABLEMENT

Powerful data enablement platforms to build, deliver and connect audience data anywhere across digital and offline channels.

AUDIENCE CLOUD

Acxiom Audience Cloud is an industry first. It is a web-based, self-service tool that makes it easy to search and access vital third-party data to expertly build, size and segment custom audiences using demographic and predictive data. It then enables the rapid distribution of these audiences to all the top publishers, social networks, and programmatic platforms in a completely privacy-compliant way.

First of Its Kind Cross-Channel Audience Management Tool

Access Acxiom's 50+ years of data and identity resolution expertise in a completely self-serve way. It's so efficient that audiences can be developed, analyzed and ready to distribute digitally or offline in less than an hour.

Hyper-Targeted Audiences On-Demand

Use Audience Cloud's highly intuitive dashboard to establish and manage finely tuned audiences with ease. Get real-time counts. Use details to refine counts based on relevancy and specificity. Improve results.

A Massive Ecosystem of Audience Integrations

Distribute to more than 500 partners to activate your audiences across the most online channels at the touch of a button—with new integrations added regularly through the LiveRamp Data Store.

Acxiom's Data Services API offers plug and play API providing direct, real-time access to Acxiom Identity Resolution and third-party data for integration into marketing and other technology platforms.

GLOBAL DATA SOLUTIONS

Acxiom enables the world's most recognizable brands with data and identity solutions that accurately identify, reach and engage customers across APAC, EMEA, and the Americas.

DATA SERVICES

Whether pulling a digital or offline audience list or appending data to known or anonymous audiences using mobile ID, or IP address, Acxiom delivers rich insights across the full data spectrum. Acxiom's deep expertise in data quality, managing postal addresses, appending data, and providing consumer lists means marketers can confidently continue to include direct mail in their overall marketing strategies as well as activate audiences digitally across the digital ecosystem.

ANALYTIC SERVICES

Acxiom's team of advanced-degree data scientists focuses on the creative use of advanced analytic techniques to develop innovative data assets and insight solutions intended for the entire marketing ecosystem at scale.

Evaluate, integrate, and curate the world's data to unlock actionable insight

- Use data discovery to identify relevant opportunities and inform overall business strategy
- Develop proprietary data assets for scalable application across industries and channels

Collaborate with clients and partners to extract value from data

- Design and implement solutions that support your business strategy
- Create insights and monetization opportunities

Provide strategic decision support throughout the entire business insight lifecycle

- Evangelize people-based audience investment and media optimization
- Produce omnichannel pre-campaign and post-campaign measurement solutions

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

about our solutions, visit acxiom.com or contact us at info@acxiom.com.

acxiom.com • info@acxiom.com

ACXIOM