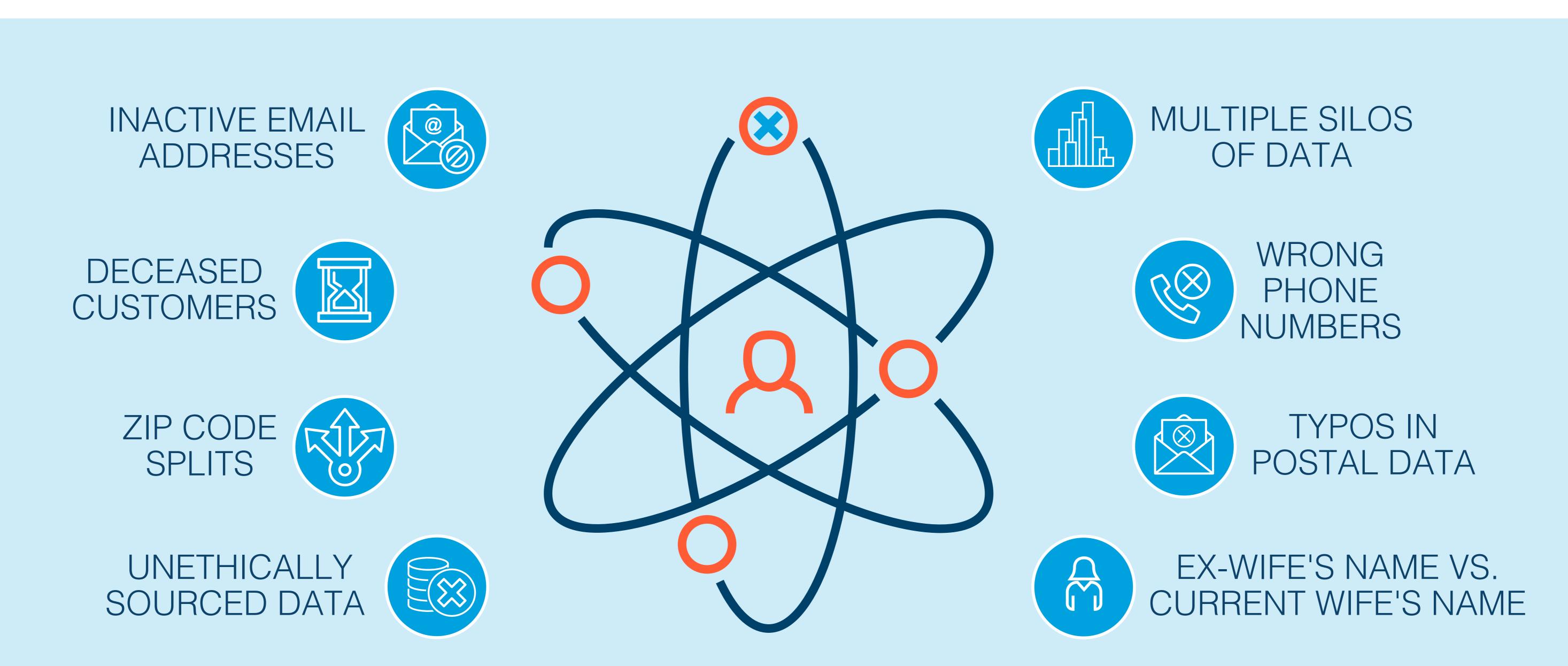


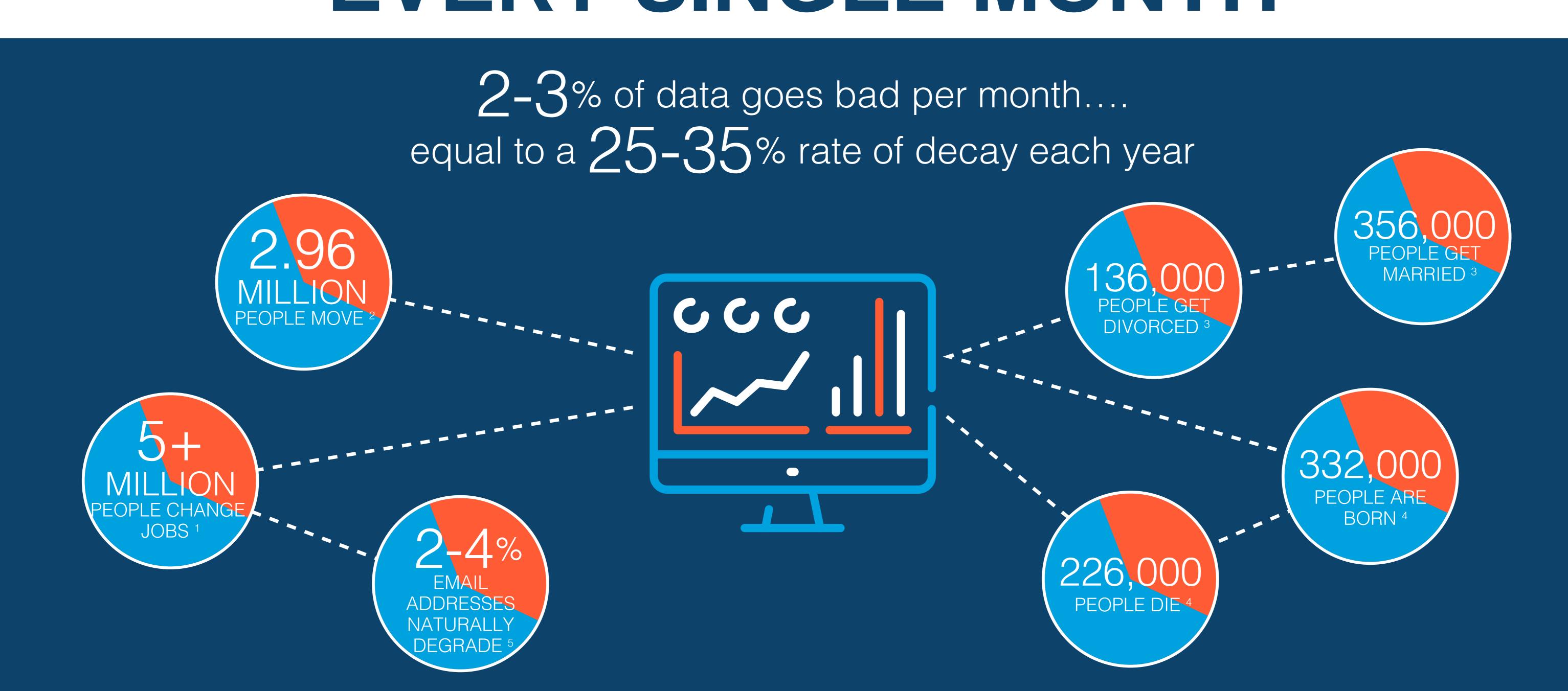


Your data on customers and prospects might be clean and accurate today, but will it be tomorrow? Or next week? Or next month? The statistics say no. As much as 2-3% of consumer data degrades each month, meaning 25-35% of your customer and prospect files likely won't be accurate a year later. Bad data leads to inefficient marketing and wasted marketing spend. And that all adds up to lower revenue and higher expenses. Acxiom can help!

WHAT DOES BAD DATA LOOK LIKE?



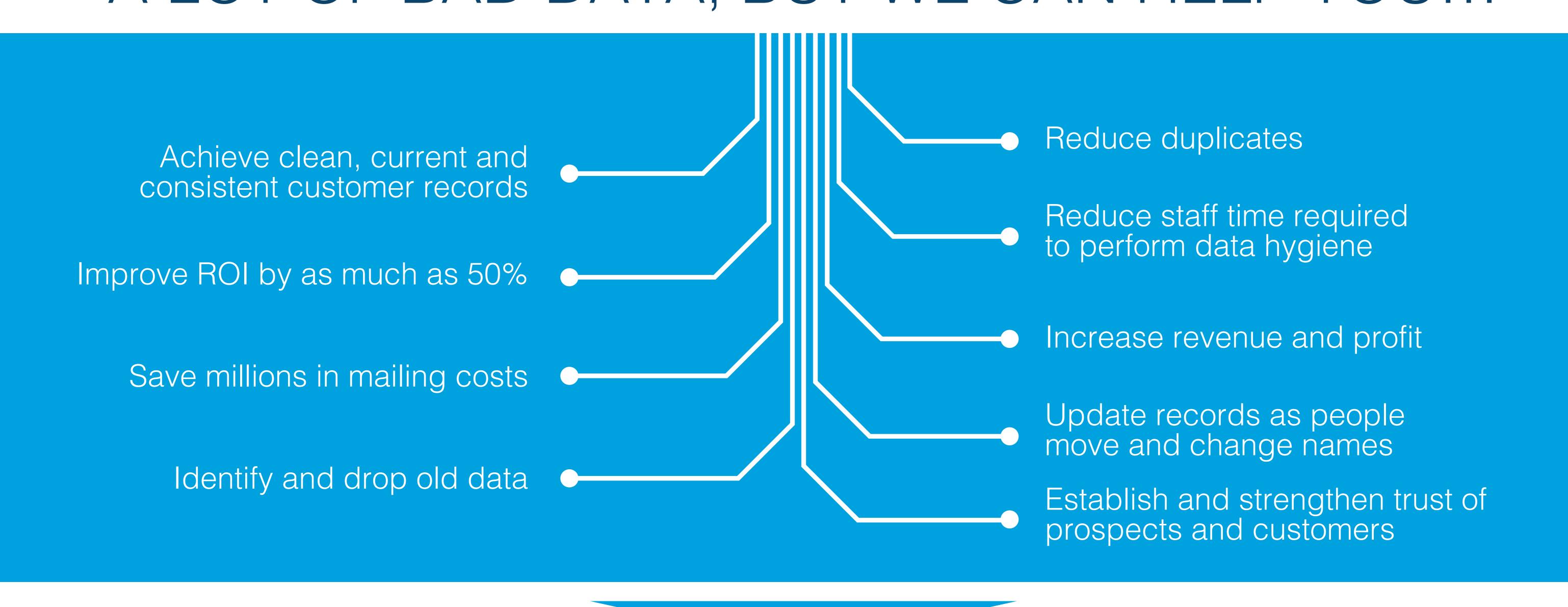
EVERY SINGLE MONTH



IN ONE YEAR IN THE U.S.



THE RESULT? A LOT OF BAD DATA, BUT WE CAN HELP YOU...









¹United States Department of Labor Bureau of Labor Statistics, http://www.bls.gov/news.release/jolts

²https://www.census.gov/newsroom/press-releases/2016/cb16-189.html; WorldBank, data.worldbank.org.

- ³ https://www.cdc.gov/nchs/fastats/marriage-divorce.htm
- ⁴ National Vital Statistics Reports, 2017, https://www.cdc.gov/nchs/products/nvsr.htm ⁵ http://www.freshaddress.com/services/email-change-of-address-ecoa/
- 6 https://www.census.gov/data/tables/2020/demo/geographic-mobility/cps-2020.html
- ⁷ https://www.cdc.gov/nchs/fastats/marriage-divorce.htm

8 https://www.latimes.com/business/story/2021-05-14/job-changes-lost-job-coronavirus-covid