



# ACXIOM EMAIL MARKETING

## MARKET CHALLENGE/OPPORTUNITY

### Why Email Marketing?

Email is the No. 1 communication channel with almost 99% of online consumers checking their email at least once a day. So it's vital for marketers to stay on top of email marketing trends. Email is a cost-effective way to engage directly with your target audience and track real-time response—including open, click-through and conversion rates—to optimize campaigns.

- Email marketing has a return on investment of 4,400%.
- Email revenue is up 86% during the pandemic\*
- Open rates are up 21.8%, and clickthrough rates are up 22.5%\*
- Revenue per recipient is up 60.5%\*
- 59% of respondents say marketing emails influence their purchase decisions\*

## SOLUTION/SERVICE OVERVIEW AND OPTIONS

Through a select group of partners, we offer efficient prospect email campaign services that handle every step of the campaign process. We deliver full-service email campaigns with integrated marketing technologies designed to effectively reach your prospect audience. With your marketing goals in mind, we can help you generate a successful digital acquisition campaign by building a customized target audience, crafting the right message, and delivering emails to inboxes.

## BENEFITS AND BUSINESS IMPACT

Acxiom works to help you:

- Increase validity and response through our patented linking technology's individual-level matching
- Deliver personalized creative content to relevant prospects
- Find and market to your competitors' customers
- Utilize a quick, cost-effective way to quickly start an email marketing program
- Help you quickly close the email "gap" in your consumer marketing database
- Take a highly effective first step in developing a cross-channel approach to customer relationship management

\*<https://www.adweek.com/brand-marketing/email-revenue-up-marketing-performance-strategies-evolve-pandemic>

## HOW IT WORKS

Build your target audience with accurate audience segmentation: We've built a universe of more than 250 million reachable consumers matched with active, deliverable email addresses. Our team customizes an audience based on your ideal prospect characteristics and marketing objectives, backed by powerful Acxiom InfoBase® data. Audience selection criteria include:

- Geographic and demographic data
- Mobile app usage
- Buying activity
- Lifestyle and interests
- Pre-built Audience Propensity Models

**DEVELOP EFFECTIVE EMAIL CREATIVE:** We help to ensure the email message aligns with your target audience, marketing goals and brand. You supply email creative in HTML format with URLs and images. Once the content of the email is created and approved, we send a live test to both our team and your team to ensure an optimal user experience.

**ESTABLISH THE CORRECT CAMPAIGN CADENCE AND TIMING:** With your campaign objectives in mind, our digital acquisition strategists will assist in outlining the most optimal schedule, timing and retargeting strategy to maximize hand raisers. We can isolate engagement behaviors to assign appropriate retargeting follow-ups or suppress new customers from future outreach activities.

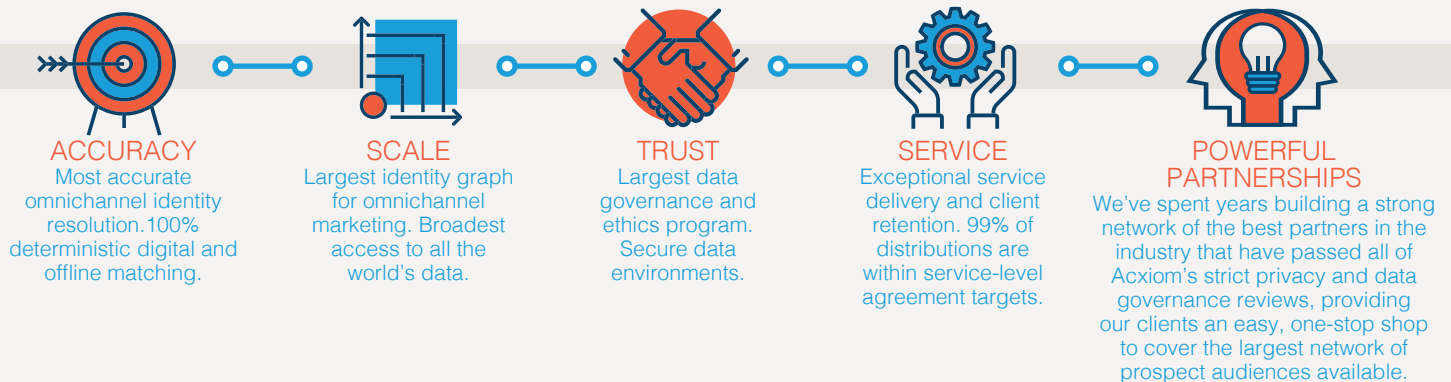
**SUPERIOR EMAIL DELIVERABILITY TO ACCURATE CONSUMER AUDIENCE:** Our team seamlessly delivers your message with the capabilities of premium email-service provider (ESP) partners and an adaptive delivery routing (ADR) system to ensure message delivery across various platforms, increasing brand awareness, impressions and conversions. We connect valuable data points to build user portraits that help you connect with the right person, with the right message, on the right device. We verify the deliverability of the data and determine the primary path to inboxes, increasing email marketing campaign ROI, boosting inbox delivery and protecting mailing reputation with best-in-class email hygiene services.

**ATTRIBUTION AND RESULTS:** We integrate web analytic tracking parameters into campaigns to ensure visibility and transparency of users. On the back end, we provide engagement behavior and data needed for full campaign match-back attribution to capture campaign conversions, regardless of channel.

## OMNI-CHANNEL INTEGRATION

Because it all starts with an audience, we can easily integrate all marketing channels including direct mail, search, display or social media. In addition, we can create test groups to establish campaign lift measurement across any channel mix.

## WHY ACXIOM



## FOR MORE INFORMATION

about our solutions, visit [acxiom.com](https://acxiom.com) or contact us at [info@acxiom.com](mailto:info@acxiom.com).