ACXIOM

REINVIGORATED FOCUS ON THE CONSUMER

ACXIOM AUDIENCES

Acxiom's InfoBase Audiences are dynamic, marketable prospect files that enable customer acquisition, growth, and retention efforts, leading to improved marketing results. All audiences are multi-sourced and updated regularly to ensure marketers can leverage the most accurate and actionable intelligence available. InfoBase Audience products are also held to the highest standards in meeting federal, state and industry standards for name and phone suppressions along with deceased and prison suppressions.

WHY ACXIOM AUDIENCES?

Acxiom's Audiences are dynamic, marketable prospect files that enable customer acquisition, growth, and retention efforts, so marketers can create experiences people love. All audiences are multi- sourced and updated regularly to ensure marketers can leverage the most accurate and actionable intelligence available. Acxiom Audience products are also held to the highest privacy standards in meeting federal, state and industry standards.

- Most comprehensive set of data expertly crafted with the highest-quality and verified by multiple sources
- Hundreds of data selectors are available to facilitate more specific marketing to achieve campaign objectives
- Ensures the freshest data and reliability with weekly and monthly builds
- Fast turnaround time

ALL ACXIOM AUDIENCES ARE:

- Built with 50+ years of expertise to minimize duplicates and increase return on investment
- Includes the highest-quality and ethically-sourced data.
- Delivered with superior customer care
- Quick distribution to popular publishers and platforms

ACXIOM AUDIENCES INCLUDE:

- Consumer List
- Real Property
- New Borrowers
- New Homeowners
- New Movers
- Pre-Movers
- Family Ties
- College Students
- Residential Address List

CONSUMER LIST

UPDATED: MONTHLY
QUANTITY: 260 MILLION INDIVIDUALS AND 190 MILLION HOUSEHOLDS

Consumer List is a comprehensive, national prospect file designed to identify new people with hundreds of demographic, homeowner, buying behavior, financial, health- related and interest selectors. Consumer List provides a range of economic activity, marketability, and deliverability to help marketers better understand, reach and identify their desired audience effectively. This list is multi-sourced, including county recorder and tax assessor files, telephone directories, online and self-reported sources.

REAL PROPERTY

UPDATED: MONTHLY
QUANTITY: 84 MILLION INDIVIDUALS AND 69 MILLION HOUSEHOLDS

Real Property is a database of name, address and key property and loan-related characteristics that uses the latest recorder and assessor files to provide the most current ownership of properties and mortgage information. Market values are recalculated, and new tax, assessment and other data elements are also added monthly. Real Property offers a variety of key property and loan selects to choose from: year constructed, home size, presence of pool, loan type, loan transaction type, available equity, lendable equity and is enhanced with InfoBase demographic data for more precise engagement of homeowners.

NEW BORROWERS

LIST UPDATED: WEEKLY
QUANTITY: 2 MILLION

New Borrowers contains the most up-to-date real property information available for known homeowners who have recently obtained increased buying power from either a refinance or an equity loan. Many homeowners are looking for additional home-related products and services to raise the value of their properties. This makes this segment perfect for marketers of all home-related products and services, including major appliances and furniture.

NEW HOMEOWNERS
LIST UPDATED: WEEKLY
QUANTITY: 2 MILLION

New Homeowners contains the most up-to-date real property information available for people who have recently purchased a new home. This data comes directly from U.S. County recorders' offices and includes demographics along with specific indicators to identify owners of newly constructed homes. New homeowners are extremely desirable because they represent a segment establishing new buying patterns with a high degree of purchasing power.

NEW MOVERS
UPDATED: WEEKLY
QUANTITY: 8 MILLION WITH 400,000 NEW MOVERS ADDED EACH WEEK

New Movers contains the most current information available for those who recently moved and is multi-sourced from real property information provided by the U.S. County recorders' offices, as well as a variety of national, regional, and local consumer sources. This file is updated with approximately 400,000 new mover records per week, ensuring the exceptional opportunity to recognize new movers between one and 12 weeks of their move. New Movers give businesses the opportunity to create and cultivate long-lasting profitable relationships.

PRE-MOVERS
UPDATED: WEEKLY
QUANTITY: 1.5 MILLION

Pre-Movers List is compiled from sources in the public domain that indicate households that have listed their homes for sale. When possible, household names and demographics are attached to the addresses of the pre-movers. The list is compiled weekly, and records are dropped after three months. Currently, the Pre-Movers List has approximately 350,000 new records added each week for marketers looking to reach households during the critical "eager-to-buy" phase before a move occurs. This file is also useful for customer retention and messaging purposes to customers who are about to move.

FAMILY TIES
UPDATED: MONTHLY
QUANTITY: OVER 200 MILLION RELATIVE RELATIONSHIPS

Family Ties is an individual-level file that includes people who have an adult, living relative (such as a parent or grandparent or adult child) that may or may not live within the same physical address and may or may not have the same last name. This file provides insights into family relationships that extend beyond traditional household boundaries and may have an influence on, or a stake in, an individual's decisions.

COLLEGE STUDENTS
UPDATED: MONTHLY
QUANTITY: 10 MILLION

Acxiom's College Student Audience provides insight into current and potential college students coupled with the powerful deterministic and probabilistic insights of InfoBase. This audience is designed to effectively target new individuals with specific demographics such as age, income, household behaviors, interests, and Personicx® segmentation clusters.

INFOBASE RESIDENTIAL ADDRESS LIST
UPDATED: MONTHLY
QUANTITY: 150 MILLION RESIDENTIAL ADDRESSES

InfoBase Residential Address List (IRAL) is an occupant file which carries one representation for every available U.S. residential address and post office box. It includes approximately 150 million addresses—99 percent of the residential delivery points in the United States—that are included regardless of the address quality score on a given record. The addresses are highly deliverable for third-class mail. Codes on the file allow marketers to identify and eliminate records based on the desired quality of an address and type of address (e.g., post office box). IRAL is best used by companies that need to know the total number of possible addresses for the purpose of surveys, polling, or market analysis.

WHY ACXIOM AUDIENCES

MOST COMPLETE DATA OFFERING	BETTER DATA	EXPERIENCE
Thousands of attributes	Consistent leader in competitive studies	Most experienced data scientists in the field

EXTENSIVE DISTRIBUTION	BEST COVERAGE	DATA STEWARDSHIP
Distribute high-performing audiences globally	Greatest quantity of marketable consumers	Industry leadership in privacy/compliance

TO LEARN MORE

about how Acxiom can work for you,
visit acxiom.com or contact us at info@acxiom.com.

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