ACXIOM

ACXIOM DATA-DRIVEN SOLUTIONS

People's priorities, resources, routines, and information channels are in a constant state of change. Brands need help more than ever to identify and properly serve their customers and prospects. For more than 50 years, Acxiom has provided the tools and data solutions to help brands reach the right customers with the right message. Together we can help tackle this challenge quickly and easily.

INFOBASE AUDIENCES

Acxiom's InfoBase® Audiences are robust, marketable prospect files that enable customer acquisition, retention, and 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 name and phone number suppressions required by the Federal Trade Commission and state do-not-call regulations, DMA mail and phone suppression files, as well as deceased and prison suppressions. These audiences can be deployed for use across any channel. They can be onboarded to a DSP for digital use or sent to a print shop for a direct mail campaign.

InfoBase products include:

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

INFOBASE ENHANCEMENT

InfoBase Enhancement® overlays single, hundreds, or thousands of descriptive and predictive data attributes onto first-party customer data or prospect lists in the U.S. and globally. Demographic, lifestyle, and predictive behavioral information enables brands to define, segment, and differentiate customers and prospects to deliver relevant and personalized marketing. InfoBase Enhancement delivers powerful insights for campaign planning, execution, and measurement. Continually updated to offer the broadest and freshest selection of data attributes possible, Acxiom's more than 50 years of data know-how results in the most highly curated, accurate, and consistent people attributes available for marketing applications. InfoBase Enhancement helps marketers:

• Better understand high-value customers to increase loyalty and retention

• Develop rich personas to power creative strategies and create more relevant messages, content and customer experiences

• Predict what customers need and when they will need it

• Define key characteristics to find prospects most likely to become top customers

DATA HYGIENE

As much as 36 percent of data needs cleansing every year. People change jobs, homes, and names. They divorce, marry, move, and move again, resulting in millions of changes in information each year. The complexity of managing these changes and the fragmented interactions with a person is daunting. Accurate data is foundational, whether for a marketer looking to successfully engage and deploy impactful campaigns or a company that needs to stay in touch with its customers to inform them about its services.

Additionally, people engage with brands in an increasing number of ways across a multitude of ever-growing channels, including digital, social, mobile, email, direct mail, customer service lines and more. Bad data leads to bad experiences across touchpoints, which can frustrate and alienate loyal customers. CCPA and other emerging consumer privacy regulations make deploying clean and complete data more imperative than ever.

• Ensure data is consistent and accurate to fuel marketing and operational efforts

• Use data to better know customers to comply with CCPA and other regulations

• Improve data accuracy to enable resolution of data into an optimized customer view for marketing and other applications such as master data management and customer data platforms

• Minimize redundant and duplicate data to optimize infrastructure, storage, communications, and processing

• Help maximize postal campaign discounts and effectiveness

AUDIENCE INSIGHTS

Audience Insights reports let brands match target audience profiles against Acxiom's comprehensive database, analyze the audience's demographic/lifestyle/interest data, and compare the target audience's characteristics to the baseline population. We compare all individuals (up to 100,000) in the target audience possessing a specific trait, and the whole data products/marketing list possessing the same trait. We calculate the market penetration index (MPI) to reveal a higher or lower representation of each characteristic in the target audience.

Attributes showing higher and lower than average market penetration are highlighted and combined into best performers and undecided prospects profiles. Additionally, the report shows how many prospects exist in a specific trade area that look like a brand's most valuable or less active customers. This intelligence can be applied in a variety of ways, including refining the target audience or ordering the leads Acxiom identifies.

LISTKEY

Acxiom's ListKey® is a self-service SaaS platform that integrates campaign list counts, selection, and output for campaign management, customer relationship management, marketing-on-demand, and print-on-demand services. ListKey provides count access and list delivery of prospect- or customer-owned data. It automates the entire list sales process to include postal presort and walk-sequence for mailers. ListKey is designed to be equally efficient for organizations with high volumes of small orders or fulfillment of large data extracts. The suite is offered through fully branded turnkey solutions or within a custom or third-party solution through web services integration. The solution provides several options, depending on need:

ListKey Corporate Platform This turnkey solution with an easy-to-use interface is designed for data owners, brokers/resellers, and database marketers. It produces fast results for counts and orders, but the application also seamlessly integrates into the entire list sales process—from customer service, production, account management, accounting, sales, royalty reporting, user tracking, and more.

ListKey DataPipe The DataPipe (API) is the right choice for integrating data-acquisition functionality into third-party tools.

BENEFITS:

- Grow margins with customer self-service while streamlining back-office operations to reduce costs
- Monetize data assets with Acxiom-enhanced list rental delivered via 24x7 self-service for a brand and its customers
- Empower distributed field sales and franchisees to acquire targeted marketing lists for their local area
- Flexible, web-based data query and selection platform offers fast, easy and robust data delivery
- Equally efficient for organizations with high volumes of small orders or fulfillment of large data extracts
- Ideal for large compiled files with many selections
- Automates the entire list sales process for end-users to include postal presort and walk-sequence for mailers
- Highly configurable, scalable and global in deployments

MYACXIOM

MyAcxiom.com is a self-service website, as well as an API, that gives companies the ability to access premium products and services from Acxiom such as address quality, merge/purge processing, data enhancement with demographic, lifestyle and behavior data and suppression processing using an automated system. The web-based interface is cost-effective, flexible and available 24-hours a day. By providing marketers the ability to manage their own data and order customized enhancement data, MyAcxiom can help companies meet today's real-world demands. In addition, MyAcxiom provides the user with a file center to upload, download, manage and share files and layouts.

DATA SERVICES API

Acxiom's Data Services API provides marketers with direct access to Acxiom third-party data, making our industry-leading data services available in real time for recognition, enhancement, and more. As a result, marketers are better prepared to respond more quickly to opportunities with precise and personalized targeting. The API accepts personally identifiable information (PII) as input, performs highly accurate entity resolution using that PII, and returns one or many requested data bundle enhancements associated with that PII—all in a single API call. Using the Data Services API, end-users can easily input available PII fields, and select the information they need to solve their business problems. The API offers access to data about individuals and addresses that can be purchased and accessed in bundles.

Gone are the days of the decoder ring. No more data dictionaries filled with ABC's and 123's. The Data Services API returns all data in logical bundles with easily understood attribute names and values.

FOR MORE INFORMATION
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