

Unique. Human. True.

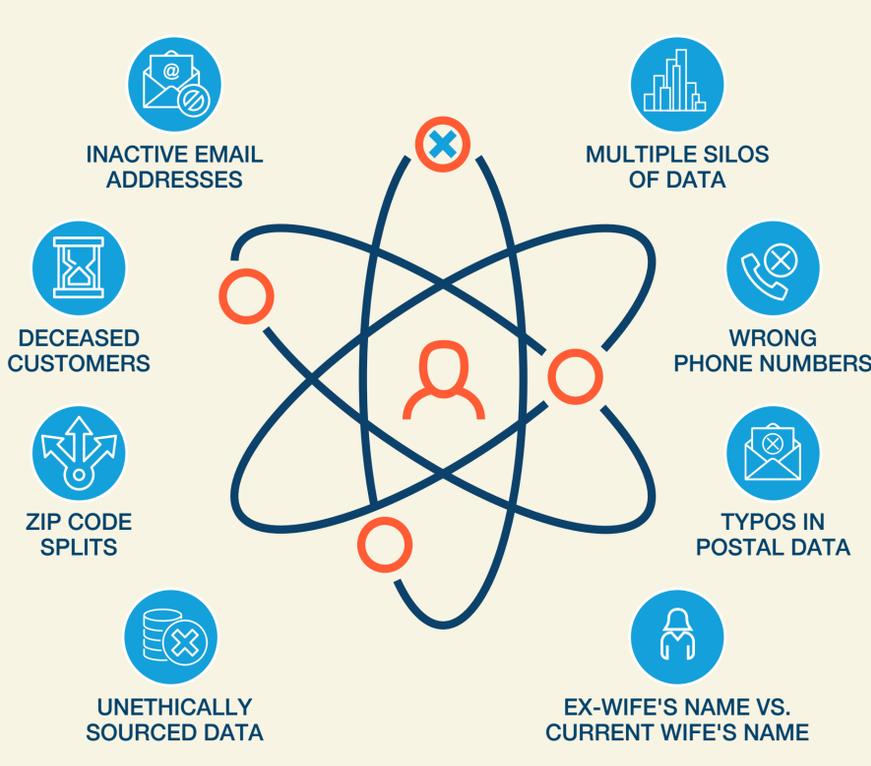
How quality data leads to meaningful customer relationships.

ACXIOM
BRAND LOVE. THIS WAY.

The quality of your data matters. When it's the right kind, it can help you create better customer experiences by giving you a fully rounded view of the people you're trying to connect with. But here's the rub — even though your data might be clean and accurate today, there's every chance it won't be very soon.

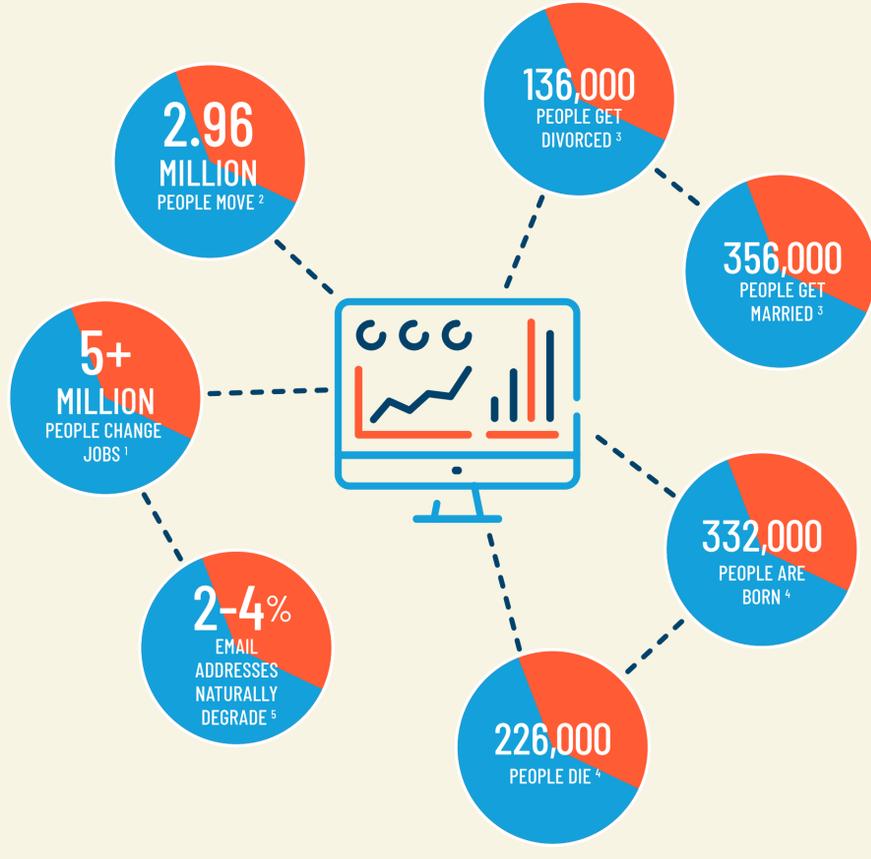
As much as **2-3%** of consumer data degrades each month, meaning **25-35%** of your customer and prospect files likely won't be accurate a year later. Bad data leads to inefficient campaigns, wasted marketing spend, and makes it far harder to build authentic customer relationships. All of which leads to lower revenue and higher expenses.

What does bad data look like?



WHY? Because Contact Data Decays... Every single month

2-3% of data goes bad per month....
equal to a **25-35%** rate of decay each year



In one year in the US

Roughly 30 Million Moved

(2.5 Million/month)⁶

2.0 Million Married

(roughly 167,000/month)⁷

.75 Million Divorced

(62,500/month)⁷

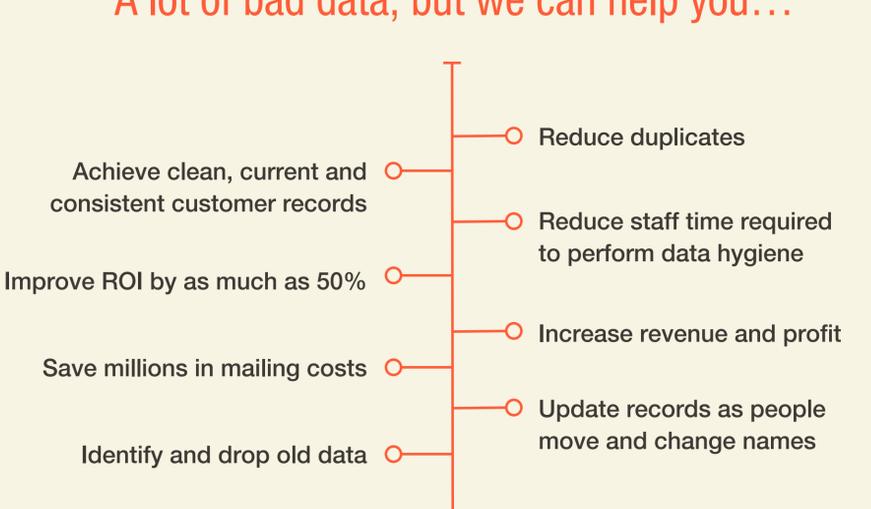
1 in 3 workers

changed or lost their job⁸

Approximately
25-35% of your
data will become
obsolete each year

The Result?

A lot of bad data, but we can help you...



At Acxiom, we can help you understand your customers on a human level, so your relationships with them are always growing.

To learn more about our approach to customer intelligence, get in touch today.

www.acxiom.com

ACXIOM
BRAND LOVE. THIS WAY.

1 United States Department of Labor Bureau of Labor Statistics, <http://www.bls.gov/news.release/jobs>
2 <https://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>