

**Honest.  
Clear.  
Personal.**

Be everything your customers want by measuring how your campaigns perform.

**ACXIOM**  
BRAND LOVE. THIS WAY.

What do your customers think about your brand? Do they feel like you understand who they are? Do your campaigns deliver a message they want to hear? The answers are all wrapped up in how you measure the impact of your marketing efforts.

Too often, measurement is seen as a one-and-done activity. When in fact, it needs to be treated as an ongoing process, where you continually refine your campaigns based on how your audience is changing over time. But where to start? Here are four vital elements of a modern measurement toolkit.

## A modern measurement toolkit should be

1

### OMNICHANNEL

Cover both online and offline, with user-level and market-level data from the most reliable sources in the industry.

2

### RESPONSIVE

Designed to provide real-time measurement and activation, allowing you to act on insights, make campaign adjustments.

3

### FUTURE-PROOF

Based on persistent and reliable consumer identity, it won't become obsolete when third-party cookies or MAIDs disappear and should stand the test of time as privacy regulations shift.

4

### PERSISTENT

Provide you with greater access and consistency of information to make sense of all the data assets you're capturing through your marketing campaigns.

How do customers really feel about your brand? At Acxiom, we provide the tools, tactics, and technology needed to understand your customers and build long-lasting relationships. To find out more, get in touch today.

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