



ACXIOM ANALYTICS SERVICES

UNLOCK THE POWER OF YOUR DATA TO CRAFT BETTER CUSTOMER EXPERIENCES



The expectation to deliver more with less resources has never been higher. Brands must transform their data-driven marketing practices to gain the right customer intelligence to drive better marketing decisions and increase revenue.

Acxiom Analytics Services helps brands turn data into actionable insights to drive the right decisions. As an extension of your team, we provide tailored, hands-on, and practical analytics services across the entire customer lifecycle. Our approach flexes with your needs. No matter where you are on the analytics journey, our industry-focused experts will engage with you to provide the right solution to help you achieve your business goals.

TAILORED SERVICES TO HELP YOU ACQUIRE, RETAIN, & GROW CUSTOMERS

ACQUIRE



Analyze and profile customers and their behaviors to attract more people who look like your best customers and identify opportunities for new ideal audiences

GROW



Utilize machine learning to identify specific audiences and appropriate decisioning to create personalized cross-sell and upsell opportunities

RETAIN



Understand customer trends along with associated attributes to help identify next-best actions to reduce decline and churn

MEASURE



Continuously monitor overall customer behaviors and campaign results to improve marketing decisions and performance

ACXIOM ANALYTICS GENERATE RESULTS THAT MATTER

- **20% increase in click-through rate** for a specialty retailer during critical back-to-school campaigns.
- Connected **4X more ad impressions** to customers and conversions for a leading financial services organization.
- Reduced campaign activation time and generated an **ROI of 167:1** for a retailer seeking to improve time to market.
- More than **\$8 million saved** in premiums from retaining members who had a high probability of churning. The campaign generated a **500x ROI**.

OUR SERVICES

Deliver better experiences and improve marketing performance with Acxiom's Analytics Services, utilizing data and decision intelligence to drive best possible actions across the entire customer lifecycle.



JOURNEY MAPPING

POWERED BY ACXIOM'S MARKET LEADING DATA, ANALYTICS PLATFORMS & IDENTITY SOLUTIONS



EMPOWERING MARKETING TEAMS TO

Transform Marketing Practices

Craft Better Customer Experiences Automatically

Drive Significant & Measurable ROI

WHY ACXIOM ANALYTICS?

Deep expertise in data & actionable insights that fuel better business outcomes

Improved marketing efficiency across acquisition, growth, & retention

Measurable results that enable refinement of marketing strategies & tactics

Powered by Acxiom's industry-leading data, clean room, & machine learning platform

Dedicated to driving customer value through better experiences

FOR MORE INFORMATION

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

[acxiom.com](https://www.acxiom.com) • info@acxiom.com