



INFOBASE[®] FAMILY TIES

RECOGNIZING RELATIONSHIPS
BEYOND THE HOUSEHOLD

CHALLENGES ADDRESSED

Customers and prospects make important decisions based on their current needs. And understanding those needs has always been critical to marketing relevant products and services. Customer and prospect databases that accumulate this information typically gather it only at the individual, account or household level. Yet customer and prospect behavior is also often influenced by relationships that extend beyond this reach. Aging Baby Boomers represent a large percentage of the population that is making decisions that impact not only themselves, but also successive generations. Because extended family influencers do not always share a household, it has always been a challenge to consider and appropriately communicate with these stakeholders.

WHAT IS INFOBASE FAMILY TIES?

The InfoBase Family Ties suite provides the insight to consider family relationships that extend beyond traditional household boundaries. You can use this to reach others who have an influence on, or a stake in, your customers' or prospects' decisions. InfoBase Family Ties can help you deepen relationships with today's valued customers and help you reach their next-generation family members who may become tomorrow's valued customers.

DESCRIPTION

Family consumer analytics

APPLICATIONS

- Generational associations
- Consumer analytics
- Segmentation and analysis
- Targeted marketing

BENEFITS

- Reaches the most powerful influencers of your customers and prospects
- Segments prospects into highly responsive audiences that were not previously targetable
- Recognizes previously unknown relationships within your customer base
- Helps you deepen relationships with today's valued customers and reach their next-generation family members who may become tomorrow's valued customers
- Helps engage with new prospects based on their family connections

AVAILABILITY

United States

HOW INFOBASE FAMILY TIES WORKS

InfoBase Family Ties works by recognizing these relationships, grouping them logically, and delivering them in ways that can power prospecting, retention and cross-selling.

The InfoBase Family Ties suite includes:



POTENTIAL INHERITORS

Adults with a high-net-worth living parent age 60 or older



ADULTS WITH SENIOR PARENTS

Consumers who have a parent age 64 or older



ADULTS WITH WEALTHY PARENTS

Consumers who have a parent with net worth of more than \$1 million



GRANDPARENTS

Grandparents of minor children who live within or outside the grandparents' household

Acxiom makes these generational associations relating adults with their parents using our current and historical consumer occupancy data and applying logical business rules. The InfoBase Family Ties suite stores, formats, compares, applies rules and harnesses the processing power.

HOW INFOBASE FAMILY TIES HELPS

- Increases profits
- Builds customer satisfaction and loyalty
- Maximizes the value of each customer
- Improves prospect targeting

WHY INFOBASE FAMILY TIES?

- InfoBase Family Ties is a new, innovative data product offering only available at Acxiom
- Acxiom brings consumer information together in its InfoBase data products to form the most comprehensive repository of data available

TO FIND OUT MORE

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

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