



## INTRODUCING ACXIOM DATA MANAGEMENT

# YOUR DATA IS ONLY AS VALUABLE AS THE INSIGHTS IT PROVIDES

Hilary Mason, data scientist and founder of Fast Forward labs, reminds us, “The core advantage of data is that it tells you something about the world that you didn’t know before.”

But when it comes to understanding people and driving relevant, respectful experiences, it’s amazing how the little things can trip us up, and make our data less valuable for driving acquisition, growth, and retention.

Little things such as:

- Inconsistent data standards and formats that keep you from knowing you’re contacting the same person in multiple ways about the same opportunity.
- Data silos that cripple efforts to provide personalized experiences.
- Not knowing whether you’re measuring the right things to get more value from your data.
- Unsure that the way you, your vendors, and your partners are handling your data is privacy-compliant and secure.

These are the data value challenges we all face.

## CAPITALIZE ON INSIGHTS FROM THE SEA OF DATA AROUND YOU

For over 50 years, we’ve been the world’s best at unifying and optimizing data, making it more valuable, more productive, safer, and more privacy-compliant. Choose our Marketing Database offering, industry-designed or adapted, to help you acquire, retain, or grow the customers you love and those you’d love to have. Or start at the foundation and optimize all your data, regardless of the type, with our Data Foundation service.

### HIGHLIGHTS

#### MARKETING DATABASE SOLUTIONS

- Corrects 40% of missing or incorrect addresses.
- Boosts ROI up to 50% by scrubbing data.
- Includes thousands of descriptive and predictive insights

#### DATA FOUNDATION SOLUTIONS

- Standardized, unified data of all kinds for multiple uses including client recognition and connections across your enterprise.

#### PRIVACY AND SECURITY BY DESIGN

- Acxiom’s privacy team works with more than 30 regulatory bodies and conducts more than 800 privacy impact assessments a year.
- We offer extensive opt-out capabilities.

# A SINGLE SOURCE OF CUSTOMER TRUTH TO DRIVE GREAT MARKETING EXPERIENCES

Any organization that lacks a holistic, unified, and comprehensive customer data foundation, a single source of customer truth, fails to capitalize on customer data, one of its most important assets.

You need data management solutions, including expert data hygiene, standardization, enhancement, identity matching, distribution, analytics, ethics, privacy, security, and activation. You need simple solutions that can scale with your growth.

You need Acxiom's Marketing Database solution.

## ENSURE YOUR DATA, ANY TYPE OF DATA, IS OPTIMIZED FOR EVERYONE

All your data—operational, customer, support, compliance, etc.—is only as reliable and helpful as it is unified, standardized, and conforms with important privacy and security criteria. It can be overwhelming. But our data experts have been helping with these types of challenges for decades.

Acxiom's Data Foundation is our solution for regularly driving all data types through unification, hygiene, and standardization, while keeping it safe and compliant.

## HOW THESE SOLUTIONS WORK

We make the really hard really possible.

At the foundation level, to get started, Acxiom sets up your brand's management plan based on your specifications. Then we ingest your data and create a comprehensive data warehouse to power your use cases. And we establish a dashboard to help you visualize your data statistics and other relevant information.

For a marketing database, depending on your use cases and the options you choose, we'll add processes for data hygiene and standardization, data and audience enhancement, identity resolution, and additional analytics. And we will help ensure you are data privacy- and security-compliant—everywhere, every time.

Then, through the activation of this new level of customer intelligence and the regular measurement Acxiom can provide, you'll be ready to confidently and constantly optimize your campaigns.



FOR MORE INFORMATION  
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