



# UNLOCK NEW POTENTIAL WITH NEW PARENTS

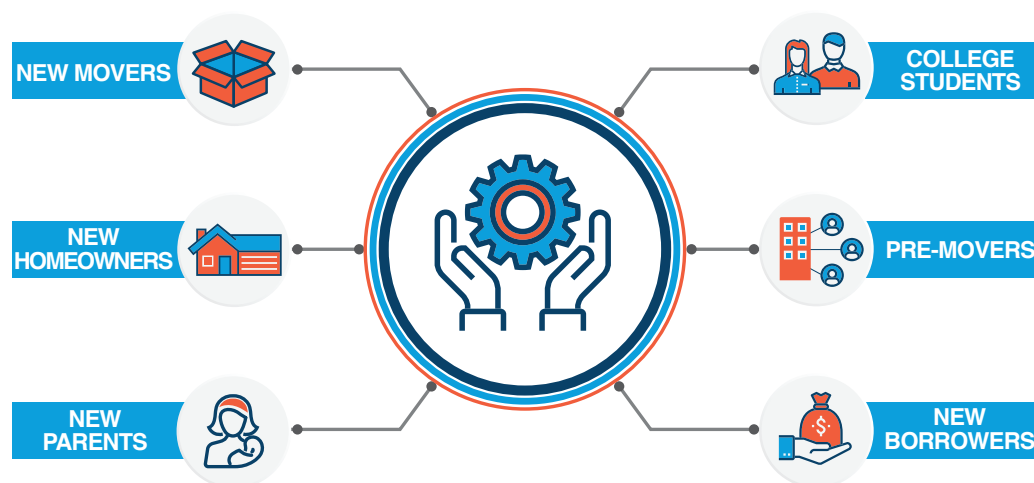
## INTRODUCING ACXIOM'S MAJOR MILESTONES AUDIENCE: NEW PARENTS FILE

To acquire new customers or grow existing relationships, brands need to understand significant life events of high-value customers to ensure they aren't missing prime marketing opportunities. Major Milestones are significant life events in people's lives that directly impact their needs, wants and purchasing behaviors. Our audiences capture these vital life moments and facilitate the engagement of prospects who have recently experienced changes in their life.

## THE SOLUTION

Acxiom's Major Milestones New Parents file allows brands to connect, engage and cultivate long-lasting and profitable relationships with a new audience. Our file includes approximately 5.5 million people who are 18-50 years old and recently became a parent for the first time or are welcoming additional children into their lives.

The New Parents File includes demographic insights, personal interests, household characteristics, property details and financial information. Brands can amplify their relevance by powering campaigns with Acxiom's data to reach parents with messaging that matters most.



## HIGHLIGHTS

- **BUILD CONNECTIONS**  
By better understanding an audience, brands can build loyalty and cultivate long-lasting profitable relationships.
- **IMPROVE RESULTS**  
Increase conversion rates with high-quality data that help develop better marketing strategies.
- **DATA SECURITY**  
Combine information safely with an ethical, privacy-conscious approach to data.
- **DATA AUGMENTATION**  
Maximize reach and potential with powerful predictive insights from InfoBase, Audience Propensities and PersoniX.

# A CONFIGURABLE, SCALABLE SOLUTION

| CAPABILITY                 | VALUE                                                                                                                                                       |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>DATA QUALITY</b>        |                                                                                                                                                             |
| Accuracy and Integrity     | Highest-quality and ethically sourced data obtained from public records, birth announcements and self-reported surveys.                                     |
| Multi-sourced              | Increases coverage and precision of data by compiling and comparing various types of sources.                                                               |
| Accessibility              | Available through monthly or quarterly installments.                                                                                                        |
| <b>AUDIENCE MANAGEMENT</b> |                                                                                                                                                             |
| Reach                      | Reach 5.5 million parents who are 18-50 years old and have had a child within the last 24 months.                                                           |
| User Personas              | Develop rich user personas to power marketing strategies with relevant messaging and content.                                                               |
| Actionable Intelligence    | Apply insights and touchpoints to deliver personalized experiences and gain long-term growth and customer loyalty with a growing audience like new parents. |
| Connect                    | Premium offering makes it simple to find and reach the ideal audience.                                                                                      |
| <b>IDENTIFIERS</b>         |                                                                                                                                                             |
| Audience Creation          | Effectively reach new parents with powerful and predictive insights from InfoBase®, Audience Propensities® and Personix®.                                   |
| Age Brackets               | Privacy-compliant approach so brands can further refine the audience that fits their needs.                                                                 |
| Customer Touchpoints       | Demographic insights representing parents' gender, income, ethnicity, spending power, buying behavior and personal interests.                               |

## FOR MULTIPLE USE CASES

The Major Milestones New Parents file meets a wide range of use cases across many domains and industries.

Here are a few examples:

- **CO-MARKETING** A CPG company partners with a retailer to target parents with offers for baby must-haves: diapers, formula, toys, and baby clothing.
- **OVERLAP ANALYSIS** An auto manufacturer wants to collaborate with an electronics retailer by analyzing previous and current customers.
- **CO-MARKETING ATTRIBUTION** An electronics vendor and retailer collaborate to measure ROI on joint promotion efforts.
- **LOYALTY MEMBER OFFERS** Health and life insurance partners collaborate to identify and engage key loyalty segments.

## TO LEARN MORE

for more information, visit [acxiom.com](https://acxiom.com) or contact us at [info@acxiom.com](mailto:info@acxiom.com).

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

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