Brand marketers are challenged every day to create the right mix of data and technology to wow customers and prospects with relevant experiences that resonate. And the challenges have never been tougher with growing customer expectations, masses of data generated by the second, privacy concerns around personally identifiable information (PII) data movement and the difficulty of connecting digital personas to offline identities.

Acxiom has introduced Acxiom Real ID™ in the cloud with no movement of PII data required. Available in Snowflake and AWS, Acxiom’s Real ID natively assigns precise identifiers at scale and does not require data to leave the brand’s protected cloud environment. Real ID is supported with data access controls, secure data sharing and privacy governance. It enables the development of data-driven creative, media activation at scale and measurement. Decisions can be made and audiences built based on real people, the brand’s customers, instead of having to use proxies like surveys or demographics, without having to share any PII.

Built on leading cloud technology, Real ID in the cloud enables:

- **HIGH-SCALE, PRECISE MATCHING**: Data is cleansed and validated to improve match rates
- **ZERO PII MOVEMENT**: Real ID brings identity resolution to where the data lives
- **ACTIONABLE DATA**: Brands and agencies can put data to work quickly

Real ID enables a user to quickly:

- Explore, enhance and visualize data to gain customer intelligence
- Scale audiences with look-alike options
- Syndicate audiences with greater precision directly to available platforms
- Measure performance in the cloud while minimizing data movement
HOW IT WORKS

• Real ID is accessible where brands are already storing and processing data. (The brand’s data must already be in Snowflake or AWS.)

• Data is cleansed and validated to improve match rates

• Real ID assigns identifiers to a brand’s PII inside its own cloud instance

• Data stays secure because no PII movement is required for matching or downstream use cases

• Users can choose to explore data, scale audiences with look-alikes, and syndicate audiences directly to available platforms including Amazon, Facebook and Yahoo

TWO VERSIONS OF REAL ID ARE AVAILABLE

• Freemium is the free version of Real ID. Real IDs generated in the Freemium configuration will NOT tie back to the end users’ PII in any way.

• The Enterprise version carries a license fee. Real IDs generated in the Enterprise configuration will have the ability to tie back to end users’ input PII.

Initial credentialing and set-up of either version requires five business days. Upgrading to the Enterprise version from the Freemium version requires one business day.

Discover the privacy-first, future-resilient approach to identity with Acxiom Real ID in the cloud.

FOR MORE INFORMATION
visit acxiom.com/Real-ID or contact us at info@acxiom.com.