



OPTIMIZE CUSTOMER
ENGAGEMENT WITH PROVEN
HOUSEHOLD SEGMENTS

PERSONICX[®] LIFESTAGE

ACX IOM

ACXIOM PERSONICX LIFESTAGE

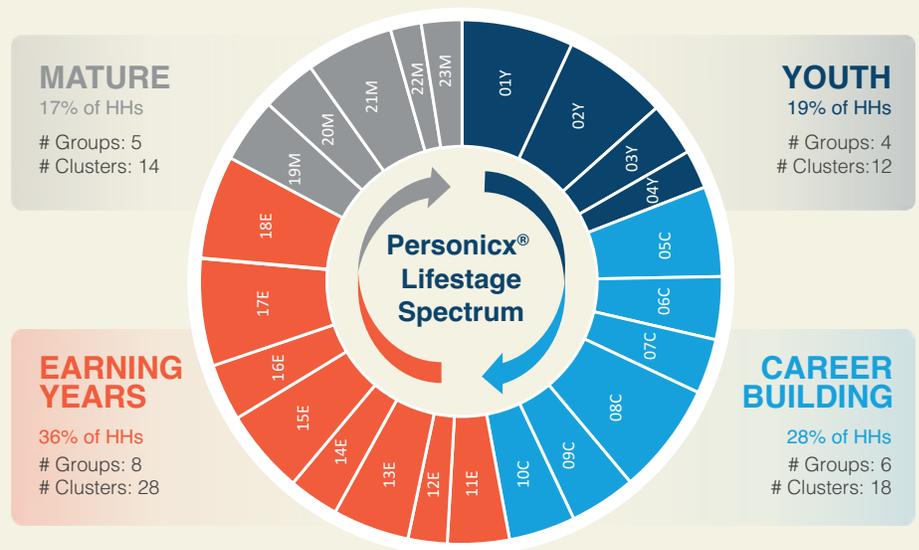
OPTIMIZE YOUR MARKETING AND ENGAGE YOUR AUDIENCE WITH LIFE-STAGED BASED SEGMENTS

American lives are dynamic. Your customers' lives are dynamic.

Every year, 30 to 35 million U.S. households undergo a significant change in life stage—children are born or leave home, careers upgraded, or retirement started—that substantially impacts how your brand needs to market to reach and engage them successfully.

Built on a life stage framework—a proven predictor of consumer behavior—Personicx Lifestage lets you keep up with changes in the lives of your customers and prospective customers, which helps in creating more relevant and meaningful connections for building your brand and growing your business.

Understand where your different customers fall in terms of life stage to create more meaningful and effective connections.



WHAT IS PERSONICX LIFESTAGE?

Personicx Lifestage is a household-level consumer segmentation system, powered by Acxiom's exclusive InfoBase® household data, the recognized gold standard in the industry. The Personicx Lifestage system clusters U.S. households into one of 72 segments within 23 life stage groups based on fundamental characteristics including age, income, marital status, presence of children, homeownership, net worth, consumer prominence and population density.

Personicx Lifestage is statistically modeled to reflect a simple, proven concept. Households in the same life stage buy similar products and services. Households in different life stages buy different products and services.

Updated monthly, Personicx Lifestage provides a current and accurate view as to which households are in your top audience groups, complete with their key demographic portrait and persona for creating relevant experiences. Forget old fashioned lag times, Personicx lets you stay up to date with acquisition, retention and cross-sell programs for a serious competitive advantage.

WHY PERSONICX LIFESTAGE?

Basic demographics can provide initial customer insights and help scale campaigns. But savvy marketers know there is much more complexity to their customers than age and income. They want to better understand their customers—their interests, attitudes, preferences and behaviors. They want to create meaningful interactions by showing the right message to the right household at the right time. Across all channels.

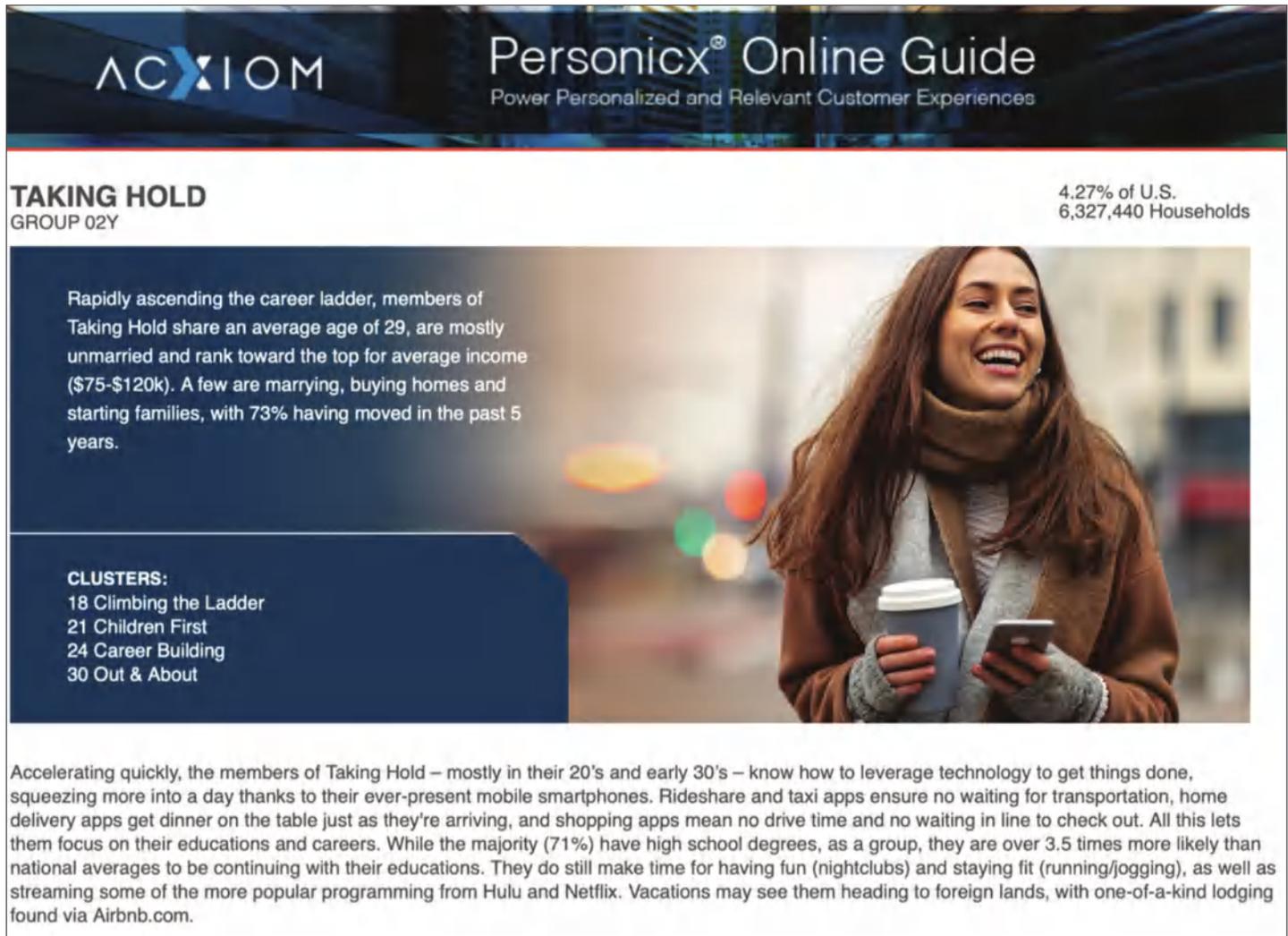
Most top marketers seek out sophisticated segmentation to help achieve these goals.

Personicx Lifestage offers marketers the perfect approach to segmentation—one that is sophisticated and statistically based, while also being intuitive, easy to apply and quick to deliver results.

THE PERSONICX ADVANTAGE

We call it the “02 to 360” advantage. With Personicx Lifestage, you not only get insights into the demographic characteristics of each segment, but also, through linkages to other datasets, likely behaviors associated with households in each segment or group.

Marketers licensing Personicx Lifestage receive complimentary access to the Personicx Online Guide for ready-to-go personas by segment, as well as access to thousands of predefined audiences by Personicx segments.



The image shows a screenshot of the Personicx Online Guide interface. At the top, the Axiom logo is on the left, and the text 'Personicx® Online Guide' is on the right, with the tagline 'Power Personalized and Relevant Customer Experiences' below it. The main content area is titled 'TAKING HOLD' and 'GROUP 02Y'. To the right of this title, it states '4.27% of U.S.' and '6,327,440 Households'. Below the title, there is a photograph of a smiling woman with long brown hair, wearing a brown coat and a grey turtleneck, holding a blue coffee cup and a smartphone. To the left of the photograph, there is a dark blue box containing text about the group's characteristics and a list of clusters. At the bottom of the page, there is a paragraph of text describing the group's behavior and interests.

AXIOM Personicx® Online Guide
Power Personalized and Relevant Customer Experiences

TAKING HOLD
GROUP 02Y

4.27% of U.S.
6,327,440 Households

Rapidly ascending the career ladder, members of Taking Hold share an average age of 29, are mostly unmarried and rank toward the top for average income (\$75-\$120k). A few are marrying, buying homes and starting families, with 73% having moved in the past 5 years.

CLUSTERS:
18 Climbing the Ladder
21 Children First
24 Career Building
30 Out & About

Accelerating quickly, the members of Taking Hold – mostly in their 20's and early 30's – know how to leverage technology to get things done, squeezing more into a day thanks to their ever-present mobile smartphones. Rideshare and taxi apps ensure no waiting for transportation, home delivery apps get dinner on the table just as they're arriving, and shopping apps mean no drive time and no waiting in line to check out. All this lets them focus on their educations and careers. While the majority (71%) have high school degrees, as a group, they are over 3.5 times more likely than national averages to be continuing with their educations. They do still make time for having fun (nightclubs) and staying fit (running/jogging), as well as streaming some of the more popular programming from Hulu and Netflix. Vacations may see them heading to foreign lands, with one-of-a-kind lodging found via Airbnb.com.

HOW PERSONICX LIFESTAGE HELPS

PROVIDES ACTIONABLE SEGMENTATION AND AUDIENCE SELECTION FOR IMPROVED:

- Customer and market insights
- Acquisition programs
- Up-selling/cross-selling conversions
- Customer loyalty and retention
- Coordination of omnichannel campaigns

PERSONALIZES AND ENHANCES CUSTOMER EXPERIENCES FOR:

- Creative, message and offer versioning
- Web/mobile interactions
- Loyalty programs
- Customer service
- Next best offer

UNDERSTAND THE SIMILARITIES AND DIFFERENCES OF YOUR CUSTOMER HOUSEHOLDS



01Y—LAUNCHING LIFE

- Under Age 30
- Single, No Children
- Renter
- Income \$40-50k/year
- Net Worth <\$50k
- Nike, Converse, H&M
- Monster Energy Drinks
- Xbox One
- Auto <\$10k
- Mobile Phone Influentials



06C—SINGULARLY FOCUSED

- Age 36-65
- Single, No Children
- Homeowner
- Income \$100-125k/year
- Net Worth \$250-500k
- Banana Republic
- Home Equity Line of Credit
- Health Magazine
- 1 Vacation Trip/Year
- Car Rental for Business



14E—LIMITLESS LUXURY

- Age 36-75
- Married, with Children
- Homeowner
- Income \$250k+/year
- Net Worth \$2-3 million
- Fidelity Investments
- Financial Contributions \$250+
- Smarthome Controllers/Hubs
- Own Luxury Car
- Travel to Europe

PERSONICX LIFESTAGE ATTRIBUTES

- 72 segments, 23 groups
- Household level segment assignment
- ZIP + 4[®] and ZIP™ fill-in for nearly 100% assignment
- Demographic and behavioral drivers

RELATED TOOLS AND EXTENSIONS

- Personix Online Guide
- Personix Prime
- Personix Geo
- Personix + MRI-Simmons Consumer Research
- Personix + Nielsen Scarborough Consumer Research

GEOGRAPHIC AVAILABILITY

In addition to the U.S., Personix segments are available for audiences in the U.K. and Germany. Supplemental segmentation options are available for other regions throughout the world. Check out Acxiom's Global Data Navigator tool or contact Acxiom for more details.

FOR MORE INFORMATION

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