



# REAL IDENTITY BY ACXIOM FOR PHARMACEUTICAL BRANDS



## IDENTIFY AND CONNECT WITH RELEVANT AUDIENCES ANYTIME, ANYWHERE

Millions of patients and healthcare professionals go about their days in perpetual motion, adding to a complex network of personal and professional relationships, each influencing their identity in the world around them. They're constantly changing jobs, relationship status, life stage, health needs, and the devices and channels they use to interact with you.

Your brand's ability to break through the noise and build lasting relationships with patients and healthcare professionals is only as good as your ability to keep up with changes in their known and digital lives, all while maintaining privacy. Acxiom Real Identity™ solutions help the world's biggest pharmaceutical brands accurately and ethically identify and connect with relevant consumer and healthcare professional audiences to create exceptional experiences over time.

## PHARMA REAL IDENTITY USE CASES

Only Acxiom delivers global identity solutions at scale across multiple use cases and platforms to ensure pharmaceutical brands have and keep a competitive edge in all people-based activities.

### PERSONALIZE

Deliver highly personalized offers and engage with high-value audiences based on a holistic view across all channels.

### REAL-TIME RESOLUTION

Access real-time digital identity resolution via a scalable API in the cloud to enable next-best offers, website personalization and improved analytics for anonymous and known site visitors.

### OPTIMIZATION

Amplify customer data platforms and other marketing tech with best-in-class, scalable identity capabilities.

### COMPLIANCE

Maintain privacy and compliance with HIPAA and industry, and government regulations with the ability to look up and remove consumer information.

### ANALYTICS

Leverage real-time identity resolution in a flexible and scalable way (your environments, our environments, vendor partner environments) to achieve closed-loop insights through highly accurate attribution and measurement across all channels and devices.



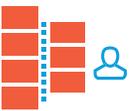
## HYGIENE

Accurate data is foundational, wherever and however a pharma brand is looking to successfully engage with people. Acxiom's global hygiene services cleanse, standardize, and enhance patient and healthcare professionals' contact data, including multiple email addresses, phone numbers, names and postal addresses to drive cost savings and increase operational and marketing efficiencies.



## RESOLUTION

Brand-owned referential graphs provide important information to inform and improve identity resolution. Our deterministic approach uses external third-party identity reference graphs combined with a brand's first-party data and configurable rule sets to determine real people in an actual household. Yet to be most effective, they need an engine to drive the continuing association of a person's new and changing data into an ever-evolving identity profile to improve customer insights and drive better customer experiences.



## MANAGEMENT

Identity is an ongoing process. Acxiom's identity management service provides ongoing oversight and optimization to ensure identity evolves with your business. We leverage more than 50 years of expertise to combine components of our identity portfolio to support your brand's unique view of identity for your business. We strategically layer artificial intelligence and machine learning into our products and processes to create a stronger solution for pharma brands while leveraging best-in-class privacy and compliance standards to protect your brand equity.



## CONSULTING

Determining identity is complex and sometimes hard, such as when businesses are facing looming regulatory deadlines and have no plan to respond, or when marketers are trying to connect with people through an ever-growing omnichannel environment. Acxiom can help your organization assess and design the optimal identity solution based on your unique requirements, resources and leveraging existing systems. Tap into Acxiom's more than 50 years of expertise to build identity solutions to drive your brand forward.

## WHY ACXIOM REAL IDENTITY



GLOBAL



SCALABLE



OMNICHANNEL



CONFIGURABLE



PORTABLE



COMPLIANT

## FOR MORE INFORMATION

visit [acxiom.com/identity](https://acxiom.com/identity) or contact us at [info@acxiom.com](mailto:info@acxiom.com) to learn more.

REALIDENTITY™

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