



GROW YOUR CUSTOMER BASE WITH THE #1 COMMUNICATION CHANNEL

EMAIL CONNECTIONS

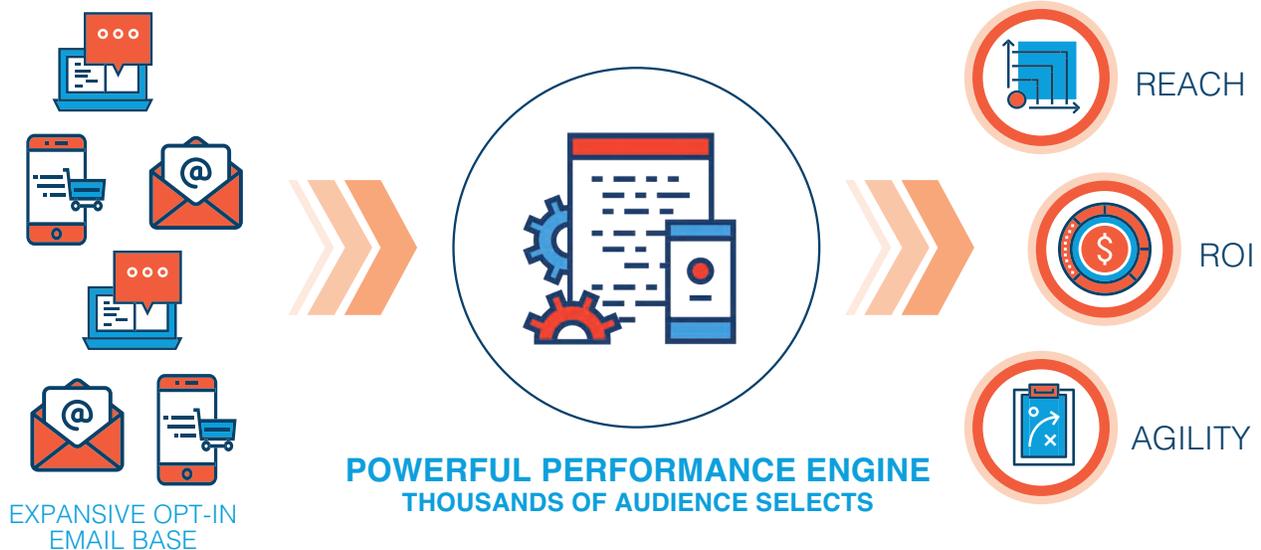


Brand awareness and customer acquisition are the top two priorities for marketers—this year and every year. But in a crowded marketplace, with an exploding number of media outlets and options, expanding choices for people and next-generation filtering capabilities, reaching and engaging your best audience becomes more difficult by the day.

Yet a perfect opportunity to raise people’s awareness of your brand and acquire new customers exists: Email Connections. Nearly 99% of people who get online check their email every day*. It’s a leading people-based communication channel yet underutilized by many brands for building awareness and acquiring new customers.

WHAT IS ACXIOM EMAIL CONNECTIONS?

Acxiom Email Connections provides full-service email campaigns with integrated marketing technologies that enable you to effectively reach your prospect audience. More reach equals more opportunity. With your marketing goals in mind, we can help you generate a successful digital acquisition campaign by building a customized audience, crafting the right message, and successfully delivering customized emails to inboxes.



*Source: optinmonster.com, 2020

Our performance engine ensures you select your best audience across multiple premium email service partners, delivering maximum reach, optimized by campaign, and improving ROI.

Email Connections enables multiple strategies across your desired marketing mix:

- **Standalone Activation:** an expansive, yet cost-effective single outreach channel for reaching new or disengaged customers
- **Campaign Synergies:** strategically integrated with one or more other channels, such as direct mail or digital, reinforces branding and increases response and conversion rates
- **Reach Extension:** engages people via email who are not discoverable in the digital ecosystem
- **Prescreen:** Financial brands can effectively reach their prospect audience with offers of credit via email (requires bureau relationship).

HOW IT WORKS

Acxiom's experienced email experts provide strategic direction on optimal campaign design, aid in coordination and execution, while also vigilantly monitoring campaign engagement, adroitly adjusting campaigns on the fly to match campaign objectives and help you reach your goals.

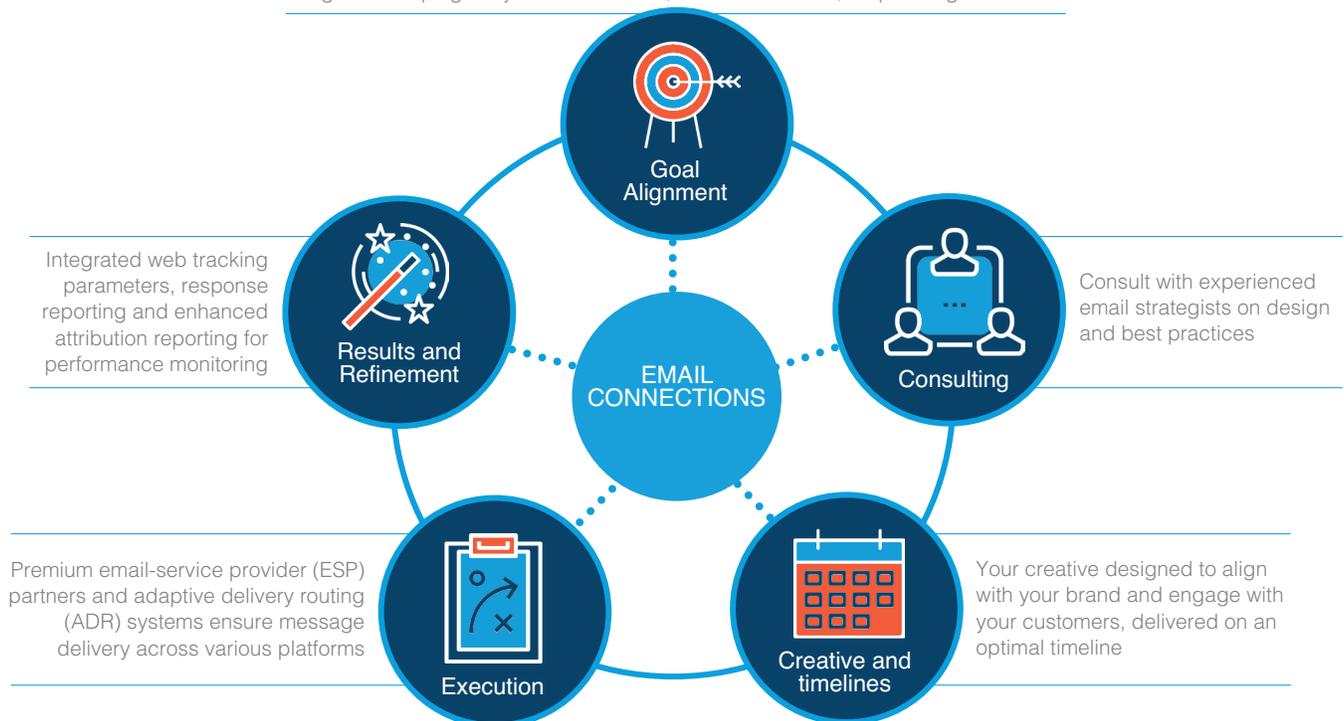
BUSINESS BENEFITS

Acxiom Email Connections helps you:

- Reach more inboxes and achieve higher conversions
- Increase brand awareness and acquisition rates with Acxiom's power of 2.5x to 4x higher reach extension
- Streamline campaign planning and activation through one point of contact —with access to more than 300 million permissioned email addresses, ready for activation
- Conduct seamless campaigns across multiple channels
- Deploy campaigns in as little as 48 hours
- Tailor audience segments for extensive testing and optimization

Because it all starts with an audience, Acxiom can easily assist brands with omnichannel integration that includes email, direct mail, search, display and social media.

Align on campaign objectives and KPIs, audience selects, sequencing and more



TO LEARN MORE

about Acxiom Email Connections, visit acxiom.com or email info@acxiom.com.