

# TM MEDIABRANDS

## ACXIOM FAST FACTS

Acxiom is the customer intelligence company that provides data-driven solutions. Acxiom helps the world's best brands be smart about people. Customer intelligence powers proven success, better experiences, and business growth.

### A LEADER IN ETHICAL DATA USE

Acxiom's global privacy team works with 30+ regulatory bodies and associations around the world and operationalizes data governance through 800+ privacy impact assessments each year. First and foremost, the world's leading brands and marketers depend on Acxiom's ability to DELIVER RESULTS, in trusted and ethical ways.

### GLOBAL CAPABILITIES



### EXPERIENCE MATTERS

Acxiom's people are at the heart of more than 50 years of delivering innovative solutions to solve big challenges. With approximately 2,700 employees across five countries, Acxiom's powerhouse team helps our clients succeed as effective omnichannel, data-driven marketers.

1,600 data specialists with unparalleled market knowledge of consumer data.

200+ industry experts with deep domain expertise across industries and specific use cases.

Acxiom serves the world's largest and most successful companies, including nearly half of the Fortune 100.

CLIENTS RENEW MORE THAN 95% OF THEIR CONTRACTS

9 of Top 10  
Credit Card Issuers

8 of Top 10  
US Hotel Brands

6 of Top 10  
Brokerage Firms

4 of Top 5  
Gaming Companies

5 of Top 10  
Major Retailers

8 of Top 10  
Telcom/Media Companies

7 of Top 10  
Retail Banks

3 of Top 5  
Pharma Manufacturers

9 of Top 10  
Tech Companies

8 of Top 10  
Auto Manufacturers

9 of Top 10  
Insurance Providers

4 of Top 5  
Domestic Airlines



Acxiom delivers audiences and optimize campaigns on 250+ of the world's largest digital platforms



**FORRESTER**

Acxiom was pleased to receive the highest score possible (5) in 11 criteria evaluated as part of the Forrester WAVE: Customer Database and Engagement Agencies, Q1 2021.

**First-Party PII Management**

Includes database management & identity resolution.

**Second-Party Data Management**

Included within Data enrichment strategy.

**Principled Data Practices**

Includes data ethics, governance, and security/privacy expertise.

**Market approach**

Includes global footprint and the ability to execute within, and across, regions and industries

**US LOCATIONS**

Conway, AK                      New York, NY

**INTERNATIONAL LOCATIONS**

Nantong, CN                      Sunderland, UK  
 Shanghai, CN                      Gdańsk, PL  
 Normanton, UK                      Munich, DE  
 London, UK                      Frankfurt, DE

**GLOBAL REACH**

<b>2.2B</b> Connected consumers	<b>10K+</b> Data attributes and audience solutions	<b>100+</b> Private identity graphs	<b>200B+</b> Input records monthly	<b>150+</b> Enterprise data management client
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**KEY AWARDS AND RECOGNITION**

**ACCOLADES**



**AWARDS**



**PEOPLE/CULTURE**

