ACXIOM

GLOBAL DATA NAVIGATOR®

DATA AND SERVICES COVERAGE AROUND THE GLOBE AT THE CLICK OF A MOUSE

Billions of people around the globe are online, ready to do business with you. Traditionally, acquiring and activating data globally was extremely challenging. Not anymore.

Acxiom has the most inclusive data offering in the world, compliant and already integrated into leading publishers and ad tech platforms. The Global Data Navigator (GDN) tool demonstrates Acxiom's vast consumer data assets and where that data is available geographically. This tool lets you quickly locate data elements, service availability and the digital footprint across the globe to fuel informed decisions.

KEY BENEFITS

- One resource to give you the full picture for data coverage, service availability and the digital ecosystem footprint by geography
- Real time access
- Detailed information on the number of records available by data category
- Ability to download information in PDF or Excel format

OUR APPROACH

With coverage in more than 35 countries and growing, as well as the ability to reach hundreds of millions of consumers, Acxiom provides privacy-conscious data offerings that are integrated into leading publishers and ad tech platforms around the world. GDN makes navigating these assets easy, by allowing data buyers and marketers to consult Acxiom's global data catalog in one place. Information on GDN can be viewed in three ways:

BY GEOGRAPHY tells me what data and services Acxiom has in each country such as Mexico or Italy; also allows me to view activation capabilities within geographies.
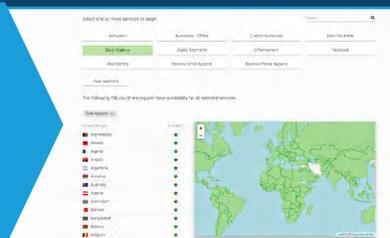
BY CATEGORY tells me the countries where Acxiom offers data within categories such as income and age; category comparison is also available.

BY SERVICES tells me the countries where Acxiom offers services such as identity and enhancement; also allows a comparison between services.

For every element, find the coverage, the level at which the data is available, and where we can distribute this data. GDN allows you to fulfil inquiries in a matter of minutes— not weeks.

WHY US?

Acxiom has a dedicated global data team responsible for data curation and data activation worldwide, allowing Acxiom to fulfill its mission of making it safe and easy to activate data anywhere in the world. Acxiom's ethical data use methodology includes data protection rules, cross border requirements and appropriate uses of data while delivering our clients a borderless experience. Our global focus combined with our strong presence and on-the-ground data teams in every region — the Americas, EMEA and APAC — and our data privacy officers around the globe position Acxiom as a trusted global partner to brands that want to grow and expand their business in other markets.

ACXIOM'S GLOBAL DATA AND SERVICES REPRESENT:

- More than 35 countries and growing
- Hundreds of millions of addressable consumers
- 11,000+ attributes

FOR MORE INFORMATION

about our solutions, visit acxiom.com/customer-data or contact us at info@acxiom.com.

acxiom.com • info@acxiom.com

ACXIOM