



SUPERCHARGE CUSTOMER
INTELLIGENCE WITH THE
INDUSTRY'S #1 DATA FOR
CAMPAIGN PERFORMANCE

ACXIOM DATA CATALOG

ACX IOM

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Acxiom delivers consumer insights to help you understand, predict and reach the customers you want. With the industry's **top** performing consumer data, Acxiom is the best at helping you understand customers as people.

➤ **UNDERSTAND** – ILLUMINATE CUSTOMERS AS PEOPLE

Enhance your understanding of current and prospective customers with more than 12,000 global attributes for enhancement and audience prospecting.

- [InfoBase®](#) – Consumer insights
- [Partner Marketplace](#) – Industry and transactional insights
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➤ **PREDICT** – SHINE A LIGHT ON YOUR AUDIENCE

Leverage consumer segmentation, predictive models and fresh audiences to fine tune your messaging and offers.

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➤ **REACH** – POWER YOUR MARKETING AND ADTECH ECOSYSTEM

Find and engage your audiences across any channel in real time and across more than 500 activation destinations.

- [Audience Cloud](#) – Lets you analyze, create, and deploy audiences to demand-side platforms and media platforms
- [ListDirect](#) – List count and order fulfillment system
- [Email Connections](#) – Helps you reach prospect audiences via full-service email campaigns
- [Real-time API](#) – Secure, real-time access point into a full suite of Acxiom third-party data products
- [Express & Traditional Batch](#) – Process batch orders on demand for a static order or with support of delivery analysts

TO LEARN MORE

about how Acxiom can work for you,
visit acxiom.com/data or email info@acxiom.com.

WHY CHOOSE ACXIOM DATA

Data sourcing isn't easy — we aim to simplify the process. Acxiom delivers consumer insights to help you understand, predict, and reach the customers you want. With the industry's #1 performing consumer data, our data and audiences are as dynamic as the people they describe, continuously updated and accessible in any marketing channel in real time.

CONFIDENCE TO MEET YOUR TOUGHEST DATA CHALLENGES

We create the best possible customer insights across the broadest sources of data, effectively harnessing powerful insights about real people for recognition, engagement, and measurement. What sets us apart is how well we ethically source, ingest, clean, match, and enhance diverse data sets at scale in a privacy-compliant way. With 55 years of data-driven marketing expertise, Acxiom provides data that gives you the confidence to deliver the highest levels of marketing and advertising performance. We also help make your investments future ready as digital advertising moves toward a cookieless future.

A DATA SOLUTION PARTNER TO POWER CONNECTED CUSTOMER EXPERIENCES: UNDERSTAND, PREDICT, REACH

With more ways to connect with customers, be assured you can leverage Acxiom data to improve each part of your data-driven marketing strategy.

- Enrich your first-party data with more than 12,000 global attributes
- Segment customers based on shared characteristics
- Fuel powerful machine learning and artificial intelligence analytic models
- Create predictive audiences
- Measure marketing performance
- Suppress data to avoid marketing waste
- Integrate Acxiom data to fit your needs and environment



PARTNER MARKETPLACE

Acxiom Partner Marketplace is the most comprehensive offering of granular consumer insights available in one place, covering more than 3,000 data points to drive better customer intelligence. Industry-leading, category specific data sources enable brands to better understand people and deliver strategic campaigns. Acxiom Partner Marketplace enables brands to customize data segments to create a holistic view of a person and tailor campaign messaging to reach ideal prospects effectively.

Commerce Signals A TransUnion® Company Consumer spend likelihood in retail, travel, entertainment, food, and more.

EQUIFAX Financial and summarized credit data

NCSolutions Consumer packaged goods purchase behavior

| **S&P Global** Automotive marketing data solutions, spanning the entire customer lifecycle

GEOSPATIAL SOLUTIONS

Acxiom's Geospatial Data Solutions, whether applied independently or in combination with individual and household-level data, facilitate comprehensive location analysis, enable in-depth market research, power modeling and analysis, and support the planning and execution of effective marketing campaigns.

Geocoding Assign geographic identifiers, like latitude, longitude, and county FIPS, to consumer records. Helpful for mapping and linking previously unrelated information based on geography, geocoding enables a deeper understanding of market dynamics.

Market Indices ACS Access more than 550 U.S. census-derived elements and gain quick and efficient insights into demographic compositions like age, income, and household size, as well as several attributes not available at a household level. Offered at the block group, census tract, and ZIP Code™ levels, these insights are essential for informed market planning, modeling and analytics.

InfoBase Geo Get a detailed view of consumer attributes and explore household counts, area means and medians across demographics, retail, finance, property, and interests. InfoBase Geo data, available as directory files at eight standard geographic levels, or appends, enhances your geospatial analysis, helping you understand and expand your customer base.

Personicx Geo Leverage Personicx Lifestage segments to understand your market with distribution data at state, county, DMA, CBSA, ZIP Code™, tract, block group, and ZIP + 4® levels. Identify statistically dominant segments in specific regions for precision marketing.

¹DMA® is a registered service mark of The Nielsen Company (US), LLC, and is used pursuant to a license from The Nielsen Company (US), LLC.

²The following trademarks are owned by the United States Postal Service®: ZIP + 4®, ZIP Code™ and ZIP™.

PREDICT — SHINE A LIGHT ON YOUR AUDIENCE

Leverage consumer segmentation and syndicated or custom predictive models to fine tune your audience, messaging, and offers. Creating the best audiences starts with the best data that connects you to real people with true 1:1 audience reach. Acxiom Audiences are built with a range of data types and offer thousands of audience selectors. There is no better source for digital and offline engagement for acquisition, growth, and retention.

PERSONICX

Acxiom Personix is the key to making your brand stand out in a way that speaks directly to what your customers are experiencing in their lives. By leveraging the most accurate individual and household-level data, Personix goes beyond generic geographic-based segmentation. Offering you a laser-focused view of your market and who your customers are, Personix helps power personalized and coordinated people-based contact strategies.

Personix Lifestage Discover the power of segmentation with a framework including 72 distinct segments and 23 groupings, each reflecting unique demographic and socio-economic behaviors. This system helps you see your audience in vivid detail, paving the way for targeted, impactful marketing strategies.

Personix Prime Combine individual insights with household composition. With 91 individual Prime segments and 79 “Person-at-a-Place” segments, it delivers an unmatched level of precision in understanding and engaging with people in a way they relate to the best.

Personix Geo Tailor your strategies with cluster-based geographic insights, from ZIP+4 to DMA levels. This feature allows precise local market analysis and campaign planning.



Gain robust multi-dimensional insights, create meaningful customer experiences and quickly define top-performing audiences with the proven Personix segmentation systems, which include:

PERSONICX: POWER PERSONALIZED AND RELEVANT CUSTOMER EXPERIENCES

PERSONICX ENHANCEMENT

Append Personix Lifestyle or Personix Prime to your customer file for immediate segmentation & insights. Access the Personix Online Guide for ready-to-go personas and content creation.

PERSONICX AUDIENCES

Select top-performing audiences by Personix segments—find look-alikes of your top customers or select from thousands of pre-defined audiences available across a full spectrum of partners and platforms.

PERSONICX GEO

Access market level counts and dominant cluster assignment by the segmentation system of your choice. Available at eight different geographic levels to accurately size your market and generate forecasts.

PERSONICX PULSE

Gain robust insights into likely behaviors, attitudes and interests of your customers through syndicated consumer research like MRI-Simmons and Nielsen Scarborough through the Personix lens.

PERSONICX ANALYSIS

Quickly identify your top performing segments, deep dive into likely behaviors by audience group, find markets with the greatest potential, and compare/contrast your customer base to your competitors'.

CONSUMER AUDIENCES

InfoBase Consumer Lists® Reach new prospects with a wide range of selectors, from demographics to interests and lifestyle indicators, ensuring a unique experience for your audience.

Consumer List Coverage of more than 260 million individuals and approximately 167 million households. Highest quality data, multi-verified by many different sources and focused on postal deliverability.

Family Ties List Identify prospects based on family connections for tailored marketing strategies.

Real Property List Directly sourced from county records, providing reliable homeowner data.

Residential Address List Comprehensive occupant information for surveys, polling, and market analysis.

Historical Consumer List Analyze consumer changes over time, enhancing modeling and analytics.

Major Milestones Acknowledge and reach customers when they are experiencing a major life event to help strengthen how people view your brand and enable you to build better long-term relationships. Major Milestones include:

- **New Parents** New Parents includes approximately 5 million people who are 18-50 years old and recently became a parent for the first time or are welcoming additional children into their lives.
- **College Students** 15 million current and potential college students who have graduated high school and are 18 years or older, including non-traditional students.
- **New Homeowners** 2 million records of those who recently purchased and moved to a new residence.
- **New Movers** 8 million records of recent movers to both single-family and multi-family residences.
- **New Borrowers** 2.3 million records of homeowners who recently refinanced their home or obtained a home equity loan.
- **Pre-Movers** 1.5 million records compiled from public domain information for households that have listed their homes for sale.

AUDIENCE PROPENSITIES

Build and segment highly predictive audiences based on Acxiom's comprehensive predictors of likely consumer behavior, product and brand affinities, and channel preferences. Thousands of prebuilt propensity scores are available for immediate use. They provide rich insights into a person's likelihood to respond, convert and remain loyal.

Focused on performance for your industry

Home in on an industry, brand or preference important to your campaign.

Examples of predictive attributes indicating consumer likelihood include:



Cruise Travelers – Norwegian Cruise Lines



Estimated Discretionary Income



Expected Life Changes – Engaged, Married, Grandparent



Green Consumer Shopper



Heavy Video Gamer



In Market For A Vehicle – Hybrid/Electric, Luxury, Etc.



Insurance Buyer Or Switcher – Renter's, Auto, Homeowner, Etc.



Likely To Purchase Pet Subscription Box



Likely To Move – City, Suburbs, Country



Media Preferences – Social Media, TV, Magazine, Etc.



Regularly Shops At Costco



Shops With A Cash-Back Rewards Credit Card



Uses a Smartphone

AUDIENCE BEHAVIOR SIGNALS

Acxiom offers many types of behavioral data to build the precise audience needed for a particular campaign's goals and objectives.

- **Acxiom Semantic Audiences** are cookie- and ID-based audiences that use natural language processing to translate content consumed online into highly predictive behavioral and intent audiences. Acxiom Semantic Audiences are available for activation only on select programmatic platforms.
- **Acxiom Mobile Audiences** include data touchpoints from millions of mobile devices — app installations, in-app self-reported usage data, Bluetooth and Wi-Fi connections plus location data — to build composite personas that suggest people's current needs, interests, and affiliations.
- **Market Signals** combine location-based device data with Acxiom's descriptive and predictive data to create audiences that show specific interests or in-market indicators based on people's actual visits to stores and dealerships or purchases made at specific stores or with specific brands.
- **Work-Life Audiences** are robust audiences built in partnership with Dun & Bradstreet that provide a holistic view of professional and personal attributes for more than 30 million people.

HEALTH AUDIENCES

With more than 10 years of experience providing privacy-conscious solutions for healthcare organizations, Acxiom Health provides expertly modeled audiences and access to comprehensive claims data that can help improve patient outcomes. To protect patient and consumer privacy and ensure confidentiality, Acxiom does not collect or license protected health information (PHI) in compliance with HIPAA regulations, preventing the ability to link, identify or reveal past or future medical, physical, or other health conditions with any known individual.

Social Determinants of Health (SDoH) Acxiom's SDoH offering provides a view into the potential barriers to care and unique societal situations to improve modeling and personalization. We bring together three distinct data sources – InfoBase, Audience Propensities and Acxiom Health – to provide a comprehensive demographic, social, and place-based conditions data set to provide the deepest insights. SDoH offers a more holistic view of the conditions that can directly impact people's health outcomes to support better audience engagement.

Medical and Pharmaceutical Claims Data Access to medical and pharmaceutical claims data is essential to improve modeling accuracy and create better healthcare audience definitions. Aggregated from multiple sources, Acxiom has 10 years of claims history to improve our audience quality scoring, representing more than two-thirds of U.S. and in-patient claims. Direct access to claims data is available to clients through Intelligence Hub, a secure, cloud-based, de-identified analytics environment with pre-populated tools and data to help analytics professionals uncover new customer insights, improve go-to-market strategies, and identify next steps to maximize marketing activities.



Consumer Audiences Acxiom's custom audiences can help healthcare agencies and pharma brands reach niche populations more likely to be interested in a particular health topic or disease and drive them to act. Our data experts carefully validate audience definitions based on specific advertisers' KPIs and a custom list of diagnoses and treatments. This approach to modeling improves audience quality and precision, and is proven to drive higher conversions. Custom audiences offer better performance and can be expanded to broader channels beyond digital, such as CTV and social for more coordinated activities.

Healthcare Provider Audiences (HCP) When both healthcare professionals and patients are knowledgeable about available treatments or medications, it allows more informed conversations that can build trust and ultimately lead to better patient compliance and outcomes. Acxiom can help brands reach and engage more than 1.8 million medical practitioners and thousands of hospitals, health systems and ACOs. HCP audiences can be segmented by specialty, subspecialty and National Provider Identifier (NPI) number. We can also help brands learn which physicians in a community are most likely to prescribe a treatment based on their practice makeup, network, prescribing behavior, and who is likely to be interested in participating in a clinical trial.

Syndicated Audiences Acxiom can help healthcare agencies and pharma brands simplify the media planning process by offering more than 300 syndicated data sets, pre-populated and ready for activation on major technology platforms such as DeepIntent, The Trade Desk and Salesforce and Adobe DMPs. Our pre-packaged audiences are expertly built from more than 1,500 unique attributes that provide valuable insights into people's preferences, behaviors, and demographics. Syndicated audiences are privacy-compliant, and a convenient and cost-effective way to reach specific demographics or health-related interest groups. These brands can also measure their advertising campaigns more effectively across channels and platforms to improve campaign performance.

Audience Portraits Improve marketing plans and collateral design with patient and HCP audience portraits by leveraging more than 830 Acxiom demographic attributes to develop new audience insights that can help organizations better understand, segment and connect with patients and prescribers.

REACH – POWER YOUR MARKETING AND ADTECH ECOSYSTEM

AUDIENCE CREATION AND DISTRIBUTION OPTIONS

Brands can find and engage audiences across any channel in real time and across more than 500 activation destinations. Acxiom has partnered with the industry's premium platforms, enabling brands to take complete control of both marketing distribution and the level of precision applied to campaigns. Using match-multiplying technology and working directly with platforms, we pre-sync data to ensure delivery of a privacy-compliant first-party activation solution that is accurate and fast. Built on Acxiom Audience Cloud, brands simply upload first-party personally identifiable information (PII), select a destination, and log directly into the platform of choice to start executing campaigns using their matched data.

Reach out to DataGuru@acxiom.com for any questions.

AUDIENCE CLOUD

This is a self-service platform used by marketers, agencies, publishers, and data owners to evaluate, create, select, segment, distribute, and monetize audience data across channels.

Audiences can be distributed throughout the marketing ecosystem using Acxiom's direct connections, via partners or native PII-based integrations.

Examples of destinations in Acxiom's extensive network of partners include:



ACXIOM LISTDIRECT

Acxiom ListDirect/ListKey is an online list count and order fulfillment system. This point-and-click, user-friendly website or API allows you to get list counts, make selections and then place orders, all in one simple process. This system provides 24-hour, 7-day-a-week access to real-time counts and orders. In addition to excellent customer service and support, ListDirect provides extraordinary convenience through dramatically decreased delivery time for list files. Most files are delivered within a few minutes.

EMAIL CONNECTIONS

Acxiom Email Connections allows you to reach prospect audiences via full-service email campaigns. 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. You can segment audiences based on Acxiom data attributes. In partnership with credit bureaus, we also have the option to deliver prescreened offers of credit via email. You can access more than 400 million permissioned email addresses, deploy campaigns in as little as 48 hours, and use Email Connections to extend reach by 2.5 to 4 times.

REAL-TIME API

The Data Services API is a secure, real-time access point to a full suite of Acxiom third-party data products. The API gives marketers the ability to gather relevant and accurate information about their customers or prospects and deliver more personalized marketing. Using the API provides flexibility to input full or partial personally identifiable information (PII) for a person and still get actionable information. In a single call, the API accurately resolves identity using the PII input and returns one or many requested data bundle enhancements associated with that PII. Brands can access data about individuals and addresses that can be purchased and accessed in available data bundles.

EXPRESS & TRADITIONAL BATCH

Express Batch provides direct access to request and process batch orders on demand for a static order (the same elements each time). Files are uploaded and returned in an automated processing environment. A standard input and output layout is required, and some file size limitations exist; please verify with your Acxiom Data Delivery Manager when implementing an Express Batch solution.

Traditional Full-Service Batch has the benefit of experienced delivery analysts to create, process, and output data as requested in a client-specific order. There are no file size limitations or layout requirements. All data elements are available via this delivery method.



TO LEARN MORE

about how Acxiom can work
for you, visit acxiom.com/data
or email info@acxiom.com.

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