



# ACXIOM AND LINKEDIN PARTNERSHIP



Acxiom's partnership with LinkedIn enables advertisers to power people-based marketing by unlocking access to Acxiom's thousands of digital audiences.

## WHO IS ACXIOM?

Acxiom is the global leader in customer insights, identity, analytics, and the ethical use of data. Acxiom has the most accurate and powerful third-party data on 260 million addressable individuals to help marketers reach Americans 18 and older, representing 100% of marketable individuals.

## THE MOST ACCURATE AUDIENCES AVAILABLE

Acxiom focuses on creating the **best possible audiences** across the most sources of data, effectively harnessing big data and offline sources (not just cookies) on real people.

**INFOBASE:** This comprehensive data repository includes more than 5,000 attributes representing 100% of marketable U.S. people and households.

<b>Individual Demographics</b>	<b>Household Characteristics</b>	<b>Financial</b>	<b>Life Events</b>	<b>Interests</b>	<b>Buying Activities</b>	<b>Behavior</b>	<b>Major Purchases</b>

**AUDIENCE PROPENSITIES:** Acxiom's suite of powerful, predictive audiences. These behavioral and attitudinal indicators are modeled based on known, actionable information and tied to shopping intent, attitudinal data, media behavior, etc., to likely predict brand affinity and preferences, in-market interests and timing, and media viewing habits.

<b>Automotive Industry</b>	<b>CPG Propensities</b>	<b>Insurance Propensities</b>	<b>Investment Services Propensities</b>	<b>Retail Propensities</b>	<b>Technology Category</b>

For example, an automotive manufacturer could use a combination of people likely in the market with a particular brand affinity to determine the best recipients for the model being promoted.

**AP000001** In Market for a New Domestic Luxury Vehicle

**AP000016** Affinity for a New Cadillac

Acxiom can also help you find audiences based on many **geographical characteristics**.

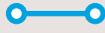
- **State**
- **DMA**
- **ZIP Code**
- **County**

## WHY ACXIOM



### EXPERIENCE

More than 50 years of data, identity and data management experience.



### TRUST

Leaders in data governance and ethical data sourcing.



### SERVICE

Exceptional service delivery and client retention.



### ACCURACY

Most comprehensive and accurate data across the globe.

## ACXIOM'S VALUE FOR LINKEDIN ADVERTISERS

**CREATE CUSTOM AUDIENCES** Acxiom segments can be combined using Boolean logic. Advertisers are empowered to create highly customized audiences that fit their campaign needs.

**B2B + B2C REACH** LinkedIn's native audiences can be combined with Acxiom's demographic, interest, and attitudinal data to create highly customized audiences.

**WHITE-GLOVE SERVICE** Advertisers and LinkedIn partners can hit the "easy" button and let the Acxiom Data Guru team create strategic, customized recommendations based on campaign targets.

**PRIVACY-FORWARD** Acxiom's integration with LiveRamp is established through hashed email, meaning that no cookies are included in the output of distributing audiences to LinkedIn.

## GET STARTED

- LinkedIn representatives, advertisers, and agencies that want to use Acxiom audiences must have Account Manager access to their LinkedIn ad account to continue with activation.
- Once **Account Manager** access is confirmed, reach out to [DataGuru@acxiom.com](mailto:DataGuru@acxiom.com) to get started. The Data Guru team can even help you discover and find audience ideas for your campaign.

## REACH OUT

to [DataGuru@Acxiom.com](mailto:DataGuru@Acxiom.com) to get started today!

[acxiom.com](http://acxiom.com) • [info@acxiom.com](mailto:info@acxiom.com)

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