



ACXIOM INFOBASE ENHANCEMENT®

KNOW AND ENGAGE CUSTOMERS

If you are not using third-party data to enhance and enrich your customer data, you're short-changing your business. And your customers. It's that simple.

From insights and analysis to persona creation, real-time decisioning and personalization, to modeling and audience definition, third-party data boosts campaign performance, improves customer experience and increases customer satisfaction, online, in-home and in-person.

And if you are not using Acxiom as your third-party data provider, you're not getting the results you could be.

ACXIOM INFOBASE ENHANCEMENT

5,000+
ATTRIBUTES

**INTERACTIVE
DATA CATALOG**

260 Million
ADULTS

WHAT IS INFOBASE ENHANCEMENT?

Demographic, lifestyle and predictive behavioral information that enables brands to define, segment and differentiate customers and deliver relevant and personalized marketing. It delivers powerful insights for campaign planning, execution and measurement.

Acxiom's data enhancement offering helps brands engage people by providing the largest collection of multi-sourced insights available, featuring:

- Comprehensive enhancement with unrivaled detail, accuracy and coverage at individual, household and geographic levels
- Thousands of attributes available globally
- Match capability on device ID, cookies, email address, phone number, address and geography

BUSINESS IMPACT

InfoBase Enhancement empowers brands to:

- Better understand high-value customers to increase loyalty and retention
- Develop rich personas to power creative strategies and more relevant messages, content and customer experiences
- Predict what customers need and when they need it
- Identify key characteristics of your best customers to find prospects who look like them and are most likely to become top customers

HOW IT WORKS

BUILT WITH THE HIGHEST STANDARDS FOR ETHICAL DATA SOURCING

Acxiom data is ethically sourced and engineered using multiple qualified and validated sources. It involves meticulous data cleansing, comparison and verification processes to ensure the best possible attributes at the individual and household levels.

InfoBase Enhancement can overlay single, hundreds or thousands of descriptive and predictive data attributes onto first-party customer data. Continually updated to offer the broadest and freshest selection of data attributes possible, Acxiom's more than 50 years of data know how results in the most highly curated, accurate and consistent data attributes available for marketing applications. Data and services include:



INFOBASE The largest collection of multi-sourced demographic, real property, vehicle, lifestyle, and behavioral information to power informed digital and offline marketing.



AUDIENCE PROPENSITIES Pre-built and continuously updated, Audience Propensities give marketers the insights needed to quickly capitalize on current market trends and in-market behaviors. Combining unique behavioral data with powerful predictive analytics enables actionable audience segmentation and more relevant messaging.



PERSONICX® Market-leading consumer segmentation solutions offer ready-to-go personas to quickly define audiences and create exceptional customer experiences. Personix systems focus on consumer life stage, financial/insurance behaviors and a powerful double cluster assignment at the individual and individual-in-a-household level.



HYGIENE SERVICES Cleanse, standardize, and complete customer contact data—including email addresses, phone numbers, names and addresses—to create an accurate data foundation for optimal matching of data attributes to an individual or household.

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.

FOR MORE INFORMATION

about our solutions, visit acxiom.com or contact us at info@acxiom.com.