WORK-LIFE AUDIENCES

COMBINED BUSINESS AND CONSUMER INSIGHTS FROM ACXIOM AND DUN & BRADSTREET

Today's connected technology often blurs the lines between the work world and life outside work. Where does the professional stop and the consumer begin? This makes it even more important for advertisers to understand both sides of individuals to create experiences so relevant and respectful, people feel as if they're finding and engaging with brands on their terms.

Work-Life Audiences from Acxiom and Dun & Bradstreet (D&B) deliver a robust audience of more than 30 million individuals with a view into their professional and consumer attributes, allowing marketers to gain deeper insights about audiences and deliver more meaningful experiences. Marketers can now combine knowledge of a person's title or job function with his or her interests, preferences, hobbies and more to target audiences more precisely. For example, target IT executives with an interest in high-end sports cars or small business owners who are passionate about outdoor adventure as well as potential candidates for ancillary wealth management services.

With deeper insights, brands can:

- Communicate with consumers in more relevant ways
- Gain deeper knowledge of customer value
- Tap into deeper insights for cross selling
- Segment prospective customers based on an enhanced knowledge of their characteristics

THE POWER OF PARTNERSHIP

Two industry leaders have joined together to create a superior offering. Dun & Bradstreet has been the leading resource of business data for more than 175 years. Acxiom has been the leader in consumer data for more than 50 years. These two industry forces have built the largest, highest-quality audience that marries consumer and professional personas for a more complete marketing perspective.

HOW IT WORKS

Dun & Bradstreet expanded its asset of business contacts to approximately 60 million with its 2015 acquisition of NetProspex. Acxiom has thousands of data points on more than 250 million consumers via InfoBase® Audiences. By using Acxiom proprietary waterfall matching developed in partnership with D&B for this project, the universe of business contacts was matched to the Acxiom's InfoBase consumer records, resulting in an audience of more than 30 million individuals with a view into their combined professional and consumer attributes.

This offers opportunity for more refined segmentation for marketing efforts. Some examples include:

Target consumers who are also business owners	Identify company fleet purchasers who also own the same auto brand for personal use	Gain a deeper understanding of business travelers' personal preferences	Cross-sell wealth management services to small business owners	Differentiate offers to professional contractors versus DIYers

Brands can also send first-party data (either business records or consumers records) through the proprietary process to:

- Determine which consumers also own a business or are a decision maker
- Add descriptive data points to a business contact
- Uncover pockets of prospective customers, a pool increased by as much as 15%
- Raise conversions by as much as 25%

"People" cover many roles today—parent, coach, executive, small business owner, fitness enthusiast, community cause coordinator, and more. The lines have blurred over time and technology, but Work-Life Audiences gives marketers the needed insights to speak intelligently and relevantly across the spectrum of roles.

ANSWERS TO CEO, MOM AND LEADING LOCAL PHILANTHROPIST

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