



# CRUSHING CAMPAIGN GOALS

By Reaching the  
Right Audiences

ACX IOM

# TRUE 1:1 AUDIENCE REACH

Every campaign starts with the most important question:  
**Who is my audience?**



Creating the best audiences starts with the best data that connects you to real people with true 1:1 audience reach. The more you know about your audience, the more precise and relevant your messaging and offers can be.

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, upsell/cross-sell and retention/reactivation.

# WHAT IS A CURATED AUDIENCE?

When Acxiom creates a curated audience, the data has been collected and created using the highest standards for the ethical use of data and personal privacy. It also means the audience is:

- Built using Acxiom's people-based, digital data along with partner data that provides unique characteristics that are appropriate for the campaign.
- Customized to your specific campaign objectives—not just pulled off a shelf and plugged in.
- Constructed by a team of savvy data strategists who understand the nuances of industries and platforms.
- Able to incorporate newer data types rooted in device behaviors, place-based signals or weighted keywords for online consumption.
- Easily extended to the desired scale for your campaign.

## DEFINITIONS:

**InfoBase®** – Acxiom's comprehensive third-party insights providing known interest and demographic data at the individual, household and address levels.

**Audience Propensities** – Unique indicators accurately predicting brand affinity and preferences, in-market interests and timing, and media viewing habits to fuel powerful experiences and engagement.

**Personicx® segmentation** – Multi-dimensional consumer segmentation solutions deliver pre-defined personas to drive analysis, personalization and engagement.

**Partner Audiences** – Uniquely insightful behavioral and attitudinal indicators developed in partnership with select data providers.

# KEY QUESTIONS FOR BUILDING A PRECISION AUDIENCE



Awareness, Engagement,  
Lead Generation,  
Store Traffic?



Segmentation strategies,  
Competition,  
Scale, etc.?



Click-through Rate,  
Cost per Action,  
Cost per Account, etc.?

# AUTOMAKER GAINS TRACTION WITH UNPRECEDENTED ENGAGEMENT ON FACEBOOK



An automaker wanted to recognize and segment owners and prospects more accurately on Facebook to provide a consistent brand experience across channels. The company sought to leverage the investment—and rich information—in its own CRM ecosystem to drive greater efficiency and results in digital marketing.

Using the automaker's owner data and Acxiom's Automotive Audience Propensities, Data Guru developed highly defined audience segments for the automaker to use on Facebook. Through first-party onboarding, the automaker promoted posts to specific account holders.

**4x**  
THE USUAL  
CLICK-THROUGH-RATE  
FOR FACEBOOK

COST-PER-CLICK  
THAT WAS THE  
**LOWEST**  
FOR ANY INITIATIVE THE  
AUTOMAKER HAD  
LAUNCHED ON FACEBOOK

# 12% LIFT DELIVERED

## FOR AD RECALL THROUGH SOCIAL MARKETING

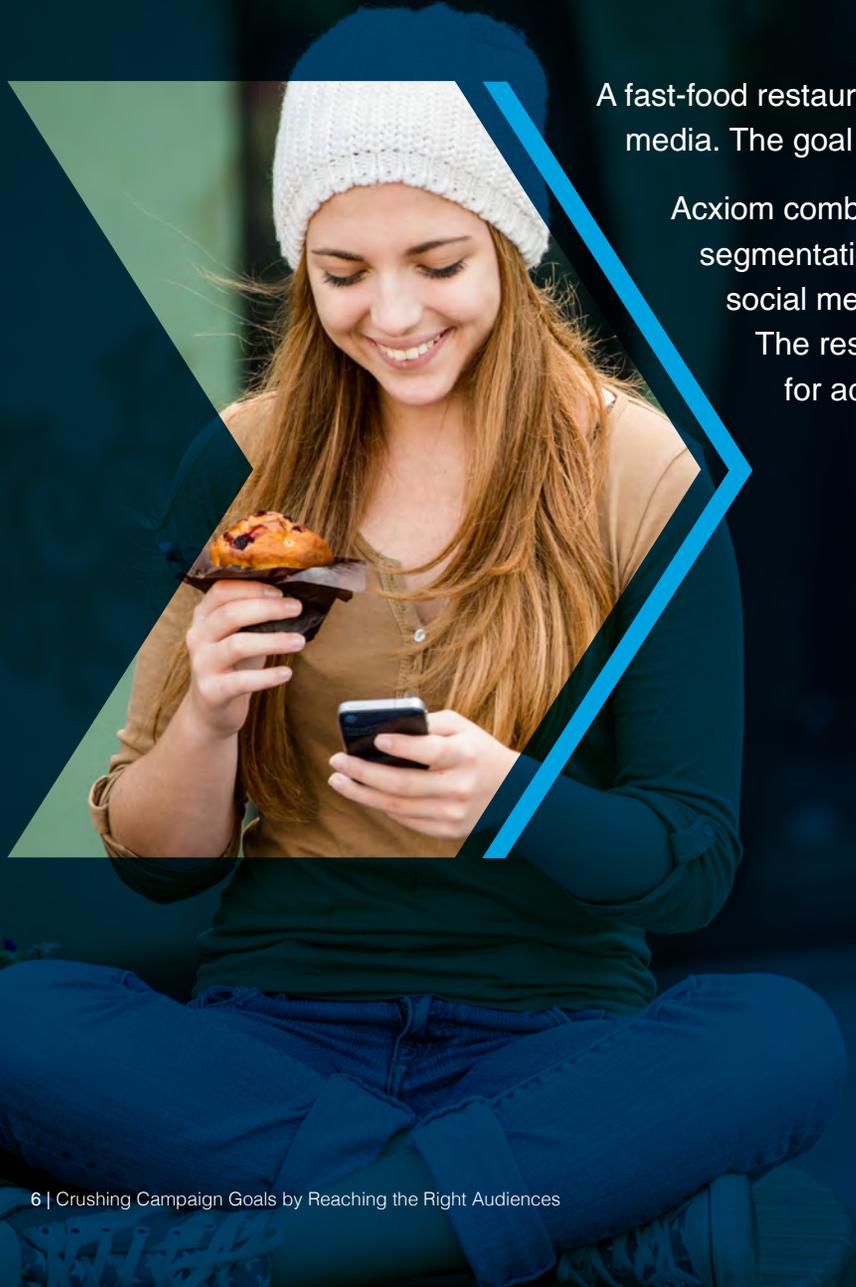
A fast-food restaurant chain wanted to find audiences that were highly engaged on social media. The goal was to drive brand/ad recall within two days of being exposed to the ad.

Acxiom combined Audience Propensities<sup>®</sup>, InfoBase<sup>®</sup> attributes and Personix<sup>®</sup> segmentation to create customized audiences to reach people who were heavy social media users and likely to purchase meals for out-of-home consumption. The restaurant chain utilized unique product attributes and quality messaging for ad recall.

ACXIOM DATA WAS THE  
TOP PERFORMER IN AD  
RECALL WITH A LIFT OF

# 12%

VS. COMPETITORS  
AT 8-10%



# LARGE NATIONAL RETAILER REDEFINES CUSTOMER ACQUISITION MARKETING

A national retailer wanted to increase online membership registrations on its website to raise awareness and excitement about new warehouse club locations and to increase foot traffic and offline sales at new club locations. Because women continue to be some of the most informed shoppers and actively engage with ads that are relevant to their daily lives, this campaign focused solely on women with children in the home.

Customer acquisition was focused on newly defined core segments with geo-fencing around the three new locations. Data Guru layered in additional data to better understand and define the audience.

This included:

AGE

GENDER

PRESENCE OF  
CHILDREN

ACXIOM  
PREDICTIVE  
MODELS FOR  
SHOPPING AT A  
CLUB WAREHOUSE



PERSONICX  
SEGMENTATION  
TIED TO GfK MRI  
ATTITUDINAL AND  
BRAND AFFINITIES FOR  
MEMBERSHIP AND  
SHOPPING AT A CLUB  
WAREHOUSE

The campaign produced **75 new membership** registrations during its two-week campaign and a click-through rate **2.5x higher** than the industry standard, driving the highest level of awareness in the campaign.

# RETAILER NETS 10x RETURN ON AD SPEND

A retailer wanted to re-engage customers who had not purchased recently so they could again enjoy the strong in-store shopping experience offered at its retail locations.

Acxiom used the client's lapsed customer data, added predictive data and directly matched it with the publisher's data to serve online ads to 12 million previous customers who had not purchased from the brand in at least 18 months.

The eight-week campaign generated:

**\$2.59**  
MILLION

IN INCREMENTAL SALES –  
A **58% INCREASE**  
IN ORDERS

MORE THAN HALF  
OF THE SALES  
WERE IN-STORE,  
ACHIEVING THE  
RETAILER'S  
MAJOR GOAL



# STEAK AND WINE: LUXURY AUDIENCES

# YIELD 89%

## VIDEO COMPLETION RATE

A high-end steakhouse wanted to drive awareness, online reservations, foot traffic, offline sales, and bookings of events in private dining rooms. They used a customer acquisition and retention campaign focused on people who pride themselves on their social status, taste for good wine, dining at fine restaurants and splurging at high-end department stores.

Data Guru recommended an audience built from Acxiom Audience Propensities for luxury buyers/diners and heavy social media users and combined it with GfK MRI attitudinal data for purchase behaviors such as eating at steak restaurants and luxury dining.

The company used online video to build awareness and display advertising to encourage potential diners to make online reservations.

The campaign yielded:

AN **89%**  
VIDEO COMPLETION  
RATE, **19% HIGHER**  
THAN INDUSTRY  
STANDARDS

**5x**  
THE INDUSTRY  
AVERAGE CLICK-  
THROUGH RATES

# ONE SIZE DOES NOT FIT ALL

Every brand and every campaign are different. Acxiom offers a wide variety of types of data to build the precise audience needed for a particular campaign's goals and objectives.

## RELEVANT DATA TO CONNECT WITH REAL PEOPLE

### Individual Demographics

Age, occupation, home owner/renter

### Interests

Sports, pets, entertainment

### Household Characteristics

Household size, #/ages of children

### Life Events

Marriage, new parent, moves

### Major Purchases

Auto, home, appliances

### Signals

Restaurants, beauty, grocery

### Brand Affinity

Auto, retail, financial services

### Financial

Net worth, retirement, retail spend

### Channel Preference

Online, in-store, in person

### Product Usage

Technology, insurance, media

### In-Market Timing

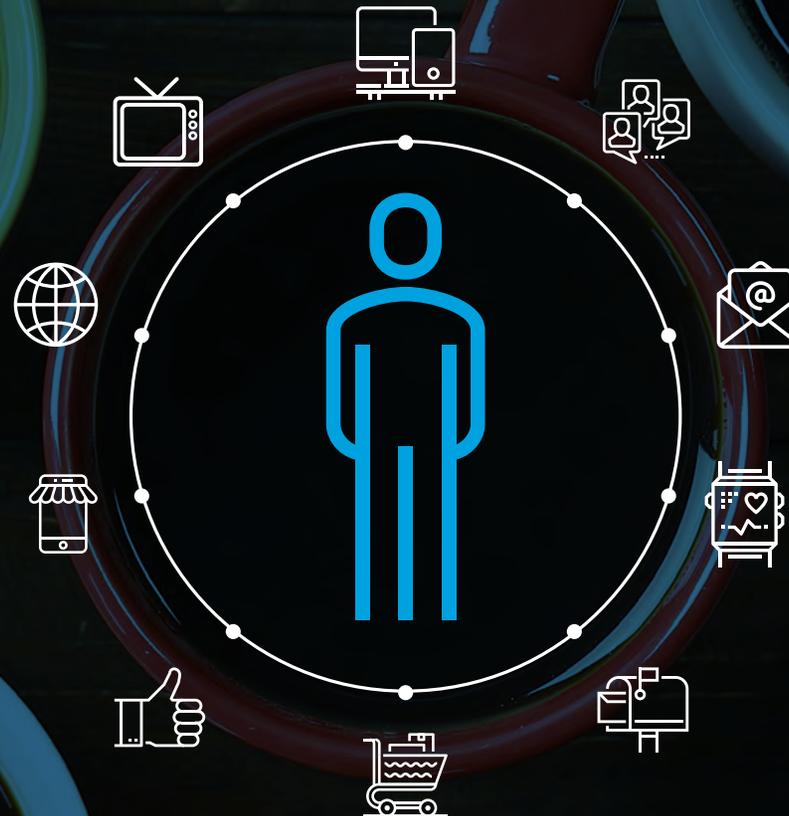
Auto, home, insurance

### Attitudes

Political, social, technology

### Indicators

App usage, online content consumption





# WHICH DATA IS THE RIGHT DATA TO USE AND WHEN?

Acxiom offerings vary by country based on regional privacy regulations and availability of data.

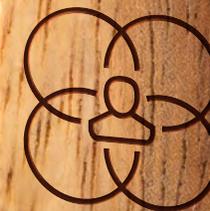


# FIRST-PARTY DATA

Refine first-party data (a brand's own data for current or lapsed customers) with Acxiom data to find people who have additional capacity to purchase or indicate they are most likely to renew and expand their relationship with you.

## First-Party Data Strategies Help You:

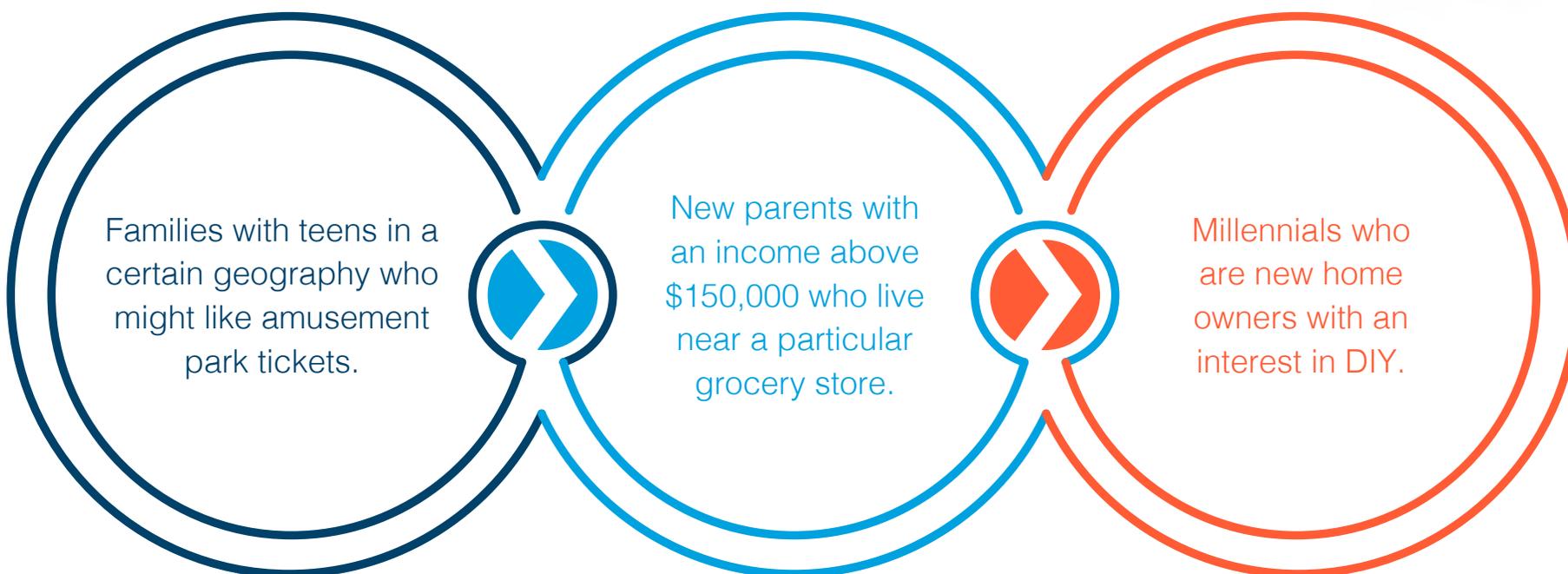




# CORE DEMOGRAPHICS

Demographic information can provide insights into lifestyle, lifestage, behavior and characteristics based on known information. It is especially helpful when large scale, data-driven audiences are needed—for example, homeowners typically buy home improvement products and pet owners buy food, treats and bedding.

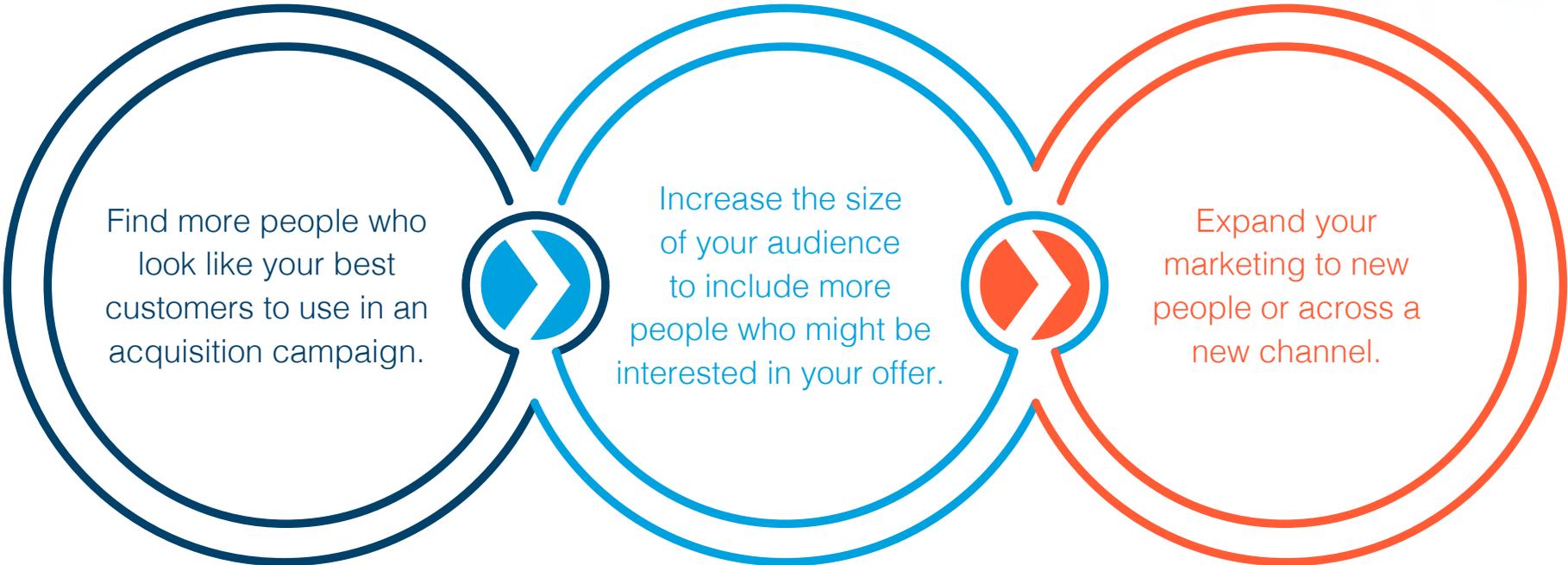
## Demographics Strategies Help You Connect With:



# LOOK-ALIKE MODELS

Our automated logistic regression modeling capability lets you extend audiences in a secure and ethical way to achieve the necessary reach and scale.

## Look-alike Strategies Help You:



Find more people who look like your best customers to use in an acquisition campaign.

Increase the size of your audience to include more people who might be interested in your offer.

Expand your marketing to new people or across a new channel.



# PREDICTIVE DATA

Unique behavioral indicators help you find people who have the capacity, affinity, and propensity to act. This includes Acxiom Audience Propensities and Partner Audiences such as Crossix or IPSOS.

## Predictive Data Strategies Help You:

When in-market timing is a key factor in your campaign's success—for example, people in-market to buy a car.

Find people with an affinity for your brand or your competitors.

To uncover an audience that loves a particular brand of shoe or is wild about sneakers.

# SEGMENTATION

Pre-defined personas help focus messaging and offers to people who think and act similarly across thousands of options.

## Segmentation Strategies Help You When:

Speed to market is critical. Pre-defined personas can be an effective way of reaching the right people fast.

Using a consistent contact strategy with extensive reach across all platforms, for customers and prospects.

Understanding pandemic-influenced behavior changes and how to alter messaging.

# SYNDICATED ATTITUDINAL DATA

Tied to segmentation personas, this data from providers such as GfK MRI or Simmons can add a valuable layer of insight to audiences.

## Syndicated Attitudinal Data Strategies Help You:

Identify people who have a certain political leaning and may vote for your candidate.

Discover people who really care about a cause and would like to donate to your campaign.

Know your customers who watch certain TV shows and locate more people like them.

# NON-PEOPLE-BASED DATA

This category includes behavioral data like location signals, mobile app usage or browsing history that is not tied to personally identifiable information (PII) but that still gives some insight into what an individual may care about.

## Non-People-Based Data Strategies Help You:

Implement a data-driven strategy in geographies whose regulations do not allow people-based marketing.

Identify audiences that are in the right moment or exhibiting the right behavior for a successful campaign; i.e., serious runners searching for new gear.

Uncover niche audiences fast, like someone who is interested in a limited-edition car model just featured on a TV show.



# 3 FINAL THOUGHTS

## What should advertisers know about Acxiom Audiences?

- Audience creation must start with an intentional strategy and clearly defined objectives.
- Data Guru helps you reach real people and get results.

## How do Acxiom Audiences perform compared to traditional strategies?

- Audiences built by our data experts drive brand KPIs—from new sign ups to greater awareness, brand/ad recall and customer reactivation.
- In one example for a quick-service restaurant, Acxiom data was the top performer in ad recall with a lift of **12%** vs. competitors at **8-10%**.

## What strategies should advertisers consider for audience creation?

- Test and learn with timely audience creation and activation.
- Contact [dataguru@acxiom.com](mailto:dataguru@acxiom.com) to get started today!

# WHY ACXIOM

You best serve your customers by really understanding them. That's why the world's top brands have been turning to Acxiom for more than 55 years to help them create experiences that matter through the ethical use of data and technology. If you'd like to learn more about our audiences, visit [acxiom.com/data](https://www.acxiom.com/data) or contact [dataguru@acxiom.com](mailto:dataguru@acxiom.com).

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