



AT&T

ENHANCING AT&T'S PERFORMANCE

A COLLABORATIVE APPROACH
TO LEVERAGING ACXIOM'S
SOLUTIONS AND SERVICES

2024

ACXIOM





ACX IOM

INDUSTRY FOREWARD: EXPLORING THE CUTTING EDGE OF BUSINESS AND TECHNOLOGY



JOHN TUSA
SVP Industry Partner



The pace of change and advancement of technical capabilities continues to accelerate, which has a direct impact on each of us. In many ways, the Telecommunications industry is leading this progress — particularly as it relates to providing devices, content and connectivity for consumers and businesses. That accelerating pace is seen with the increasing adoption of 5G technology, which is enabling faster data speeds with reduced latency; the Internet of Things (IoT) is producing more interconnected devices; virtual and augmented reality applications are becoming more prevalent and need the enhanced, underlying bandwidth and connections to support them; and fixed wireless and satellite technologies are bringing access to even the most remote areas. Additionally, artificial intelligence (AI) is more and more pervasive, with benefits ranging from optimizing infrastructure to enhancing customer experience.

In AT&T's 2023 Letter to Shareholders, Chief Executive Officer, John Stankey, says, "Customers increasingly value converged services. They want a single provider who can support their connectivity needs both at home and on the go, delivering a seamless experience that allows them to connect to what they love from anywhere." Acxiom is the leader in customer intelligence and for more than 20 years has been a proud partner with AT&T, bringing our people, strategy, data and technology expertise to help you acquire new customers, grow those relationships and retain customers by building enhanced loyalty.

- Our data-driven approach leverages more than 10,000 demographic, propensity and attitudinal data attributes and audience selectors.
- The white glove prospect email services we provide AT&T enable the acquisition of tens of thousands of new subscribers each month at a compellingly low cost per gross add.
- Acxiom identity management solutions, built on first-party data, capture, optimize, resolve and enrich audience data, enabling engagement and media activation with precision across both terrestrial and digital platforms.
- A trusted partner with proven expertise, Acxiom's solutions integrate with leading marketing and technology partners including Salesforce, Adobe, Snowflake, Databricks, Google, AWS, Treasure Data, ActionIQ and others; Acxiom professional services include architecting, implementing, operating and optimizing these capabilities.
- Acxiom's analytics leverage AI for visualization, segmentation, journey analytics, lifetime value (LTV) and measurement.
- Establishing the first ever Chief Privacy Officer role, Acxiom has the most advanced program for data ethics and governance, including embracing all industry privacy guidelines and laws globally and being a member of more than 30 international policy groups, trade associations, think tanks, data protection law round tables and data protection advisory boards.

The following content has been curated for AT&T's benefit with the purpose of showcasing the work we are doing with AT&T today, highlighting your Acxiom team dedicated to serving AT&T and illuminating the full suite of Acxiom capabilities available to AT&T. As I said at the beginning of this note — thank you for your support and partnership, and I hope you find these insights valuable.

John Tusa

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DELIVERING EXCELLENCE

ACXIOM'S GAME-CHANGING TELECOMMUNICATIONS PRACTICE

INDUSTRY-BASED STRATEGY

Acxiom's go-to-market model is based on a deep understanding of the major industries, including Telecommunications. Acxiom delivers solutions, services, products, thought leadership, and innovation that address clients' key business issues and KPIs. Acxiom's Telecommunications practice aligns with our clients' value chain, from product development to customer acquisition, engagement, conversion, growth and retention.

WHY CHOOSE US — TELECOMMUNICATIONS SOLUTIONS THAT WORK FOR YOU

Our team has a deep level of Telecommunications knowledge and expertise in data, solutions and technology to help you achieve your goals and provide you with the value and trust you need and expect from a world-class brand.

- We tailor our products to your specific needs and preferences.
- We are focused on metrics that matter — reducing cost per incremental gross add (CPIGAs), acquiring and retaining high-value customers, bundling offers across mobility and broadband, reducing expenses, optimizing marketing spend, driving predictive performance, loyalty and increasing the average number of products sold.

- We offer competitive prices and benefits that boost your bottom line and customer loyalty.
- We communicate and support you effectively and efficiently, giving you confidence and security.

TELECOMMUNICATIONS THOUGHT LEADERSHIP

Acxiom's Telecommunications team has years of combined Telecommunications expertise. With this expertise comes a dedication to provide you at AT&T with additional resources and thought leadership. Acxiom is embarking on an initiative to deliver you with innovative thought-leadership artifacts such as annual trends and competitive analyses. This is a value-added service you are free to share across their organization.

OUR COMMITMENT TO YOU

We understand your business needs are unique and complex. We have a team of experienced and qualified Telecommunications experts who are exclusively focused on providing you the best solutions and services to meet your business needs and provide you with excellence in service that exceeds your expectations.

YOUR ACXIOM TEAM

MEET THE MINDS BEHIND YOUR SOLUTIONS

At Acxiom, we believe the success of our clients depends on the quality of our people. That's why we have assembled a dedicated and experienced team of Telecommunications experts to support your business goals and needs.

In this section, you will find the profiles and contact information of the key team members who are working with you on a daily basis.

We are committed to providing you with the best service, guidance, and solutions possible. Please feel free to reach out to any of us at any time.



JOHN TUSA

SVP Industry Partner
John.Tusa@acxiom.com

25 Years of Industry Experience
I lead the Media, Tech, and Telecommunications industry client partner team and provide executive support, enabling and equipping the team for success.



REN CREIGHTON

Sr. Client Partner
Ren.Creighton@acxiom.com

28 Years at Acxiom
I have led the relationship between AT&T and Acxiom since 2022 and focus on overall client satisfaction, business metrics and business development efforts.



CHRIS WERNER

VP Enterprise Sales
Chris.Werner@acxiom.com

27 Years of Data, Identity and Analytics Experience
I have proven delivery, sales, and leadership expertise and am the client sales executive for AT&T, as well many other trusted partners.



JIM BOSSERT

SVP Operations
Jim.Bossert@acxiom.com

27 Years at Acxiom
I lead operations for the consumer brands industries, ensuring our teams have the support they need to deliver the best possible outcomes for our clients.



ANDY COOK

Sr. Director Operations
Andy.Cook@acxiom.com

33 Years at Acxiom
I lead the Acxiom delivery team supporting AT&T's programs, providing strategic direction and operations management.



AMY LEMONTE

Expert Digital Campaign Manager
Amy.Lemonte@acxiom.com

14 Years at Acxiom
I am the lead campaign manager for AT&T's wireless campaign programs and provide support across wireless, former customer, and broadband lines of business.



REBECCA KIM

Expert Business Analyst
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19 Years at Acxiom
I lead the strategy and analytics team and focus on campaign audience optimization across wireless, former customer, and broadband lines of business.



ALYSSA TENNEY

Sr. Business Systems Analyst
Alyssa.Tenney@acxiom.com

2 Years at Acxiom
I provide analytic deliverables with an emphasis on process automation, as well as audience optimization and account strategy for the Signature LOB.



FRANK CLEBERG

Expert Solution Architect
Frank.Cleberg@acxiom.com

17 Years at Acxiom
I focus on supporting our constantly evolving solutions with an additional focus on audience maximization while maintaining data quality.



MONICA GUNTER

Sr. Client Service Manager
Monica.Gunter@acxiom.com

27 Years at Acxiom
I am the signature campaign manager, providing day-to-day account level operations and support for AT&T.



LYNN SCHWAB

Sr. Campaign Operations Manager
Lynn.Schwab@acxiom.com

2 Years at Acxiom
I bring years of campaign management and client-focused support across many lines of business, including AT&T's.



DRIVING DELIGHT

HOW ACXIOM ENHANCES AND POWERS AT&T'S EMAIL ACQUISITION MARKETING

Acxiom is proud to be AT&T's trusted partner in delivering innovative and effective solutions for your business. In this section, you will find a brief overview of the services and solutions we provide you today. The solutions and services covered in this section apply to AT&T wireless, Signature, and broadband email acquisition marketing services. We hope this information will help you appreciate the value and impact of our solutions and how they can help you achieve your business objectives.

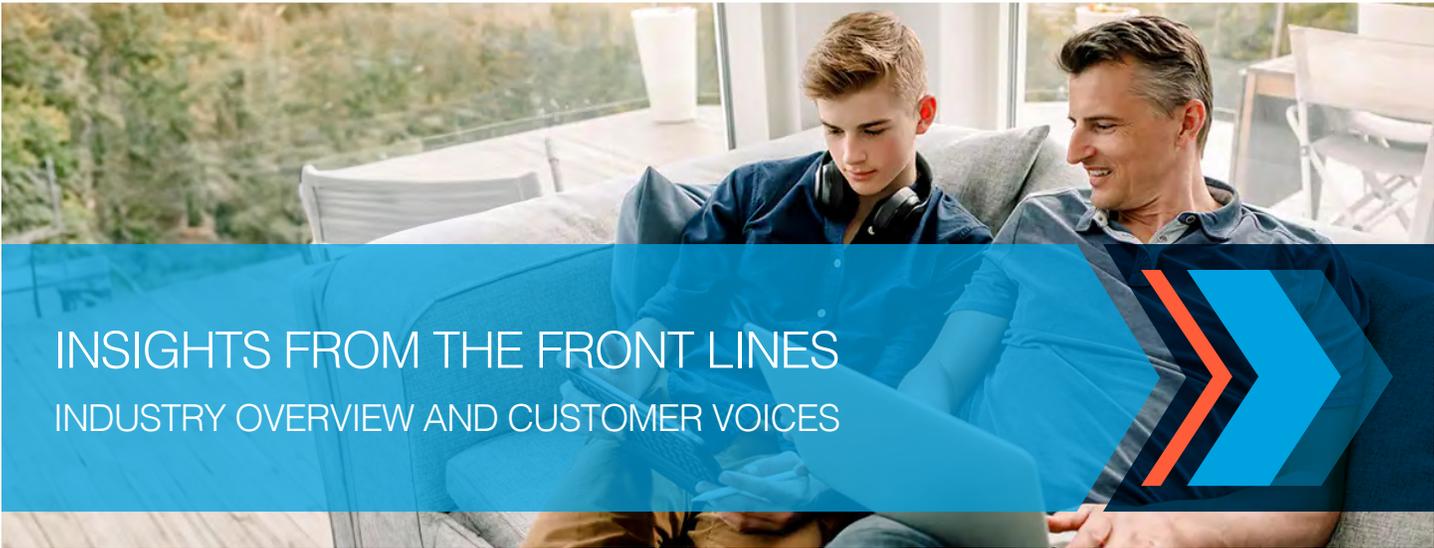
OVERVIEW

Acxiom is a leading provider of data-driven email marketing services that help AT&T reach and engage its best prospects across wireless, Signature, and broadband programs. Acxiom has been a trusted partner of AT&T since 2000, offering a comprehensive end-to-end campaign management service that aligns with AT&T's business goals and media agency's analytics and audience strategies. Acxiom's flexible and expert support team works closely with AT&T to deliver timely and personalized email campaigns, using a multi-vendor deployment strategy. Acxiom enables AT&T to increase reach, engagement, and conversion rates, as well as measure and optimize the effectiveness and ROI of its email marketing efforts.

KEY SERVICES

Acxiom offers a range of email marketing services for AT&T, covering the following areas:

<p>ACCOUNT MANAGEMENT</p>	<p>With a dedicated support team, Acxiom delivers comprehensive and effective program and campaign management services.</p>	
<p>DATA PROCESSING</p>	<p>Acxiom manages AT&T's prospect email acquisition campaign data. Services include universe creation, file segmentation, suppression processing, waterfall counts/audits, and file exports.</p>	
<p>AUDIENCE SEGMENTATION</p>	<p>Acxiom leverages proprietary data and analytics to identify and target the most qualified and responsive leads for AT&T's email campaigns. Acxiom applies advanced segmentation techniques to create relevant and personalized email targeting for different audience segments, based on demographics, behavioral data and preferences.</p>	
<p>TREATED VS. CONTROL ANALYSIS</p>	<p>Acxiom can conduct various control methods to measure the incremental impact of email campaigns based on key performance indicators.</p>	
<p>CREATIVE TESTING</p>	<p>Acxiom can execute multiple creative testing options, allowing AT&T to optimize performance, using A/B testing and multivariate testing methods.</p>	
<p>TRACKING AND ANALYTICS</p>	<p>Acxiom measures performance of email campaigns through inferred sales attribution as well as engagement metrics. Ongoing analytical research and TvC analysis is provided per campaign with year-over-year trending.</p>	



INSIGHTS FROM THE FRONT LINES

INDUSTRY OVERVIEW AND CUSTOMER VOICES

As a major player in the Telecommunications industry, you are aware of the number of unique developments you have to keep up with. It is hard to characterize the entire industry in a short list of trends, as today's age cannot be summarized by rapid technological advancements, intense competition, and ever-evolving customer demands alone. Nonetheless, the industry wastes no time in making the newest technologies a major part of everyday services and applications, and lagging behind will result in dissatisfied customers and give competitors the upper-hand. These competitors are focusing on improving the customer experience through personalized services, flexible pricing, and multi-channel engagement, so your progress

on these and further improvements are essential.

You did not get here by slowly adopting 5G or ignoring potential digital transformations. To maximize these and further growth opportunities, understanding your industry and yours and your competitors' place in it in the face of the major trends is necessary. We will help you continue to do so.

INDUSTRY OVERVIEW— TELECOMMUNICATIONS INDUSTRY TRENDS

Telecommunications is wide and expansive. The way you operate has to consider all possibilities. Below, we will highlight some of the key trends shaping the industry and how players like you can adapt and thrive in the current environment.

 TOUCHPOINT CONNECTIVITY AND IoT	 5G DEVELOPMENT AND BROADBAND EXPANSION	 CHASING THE CLOUD	 DATA PROTECTION AND CYBERSECURITY	 EDGE NETWORKING
 COHESIVE SUITE OF PRODUCTS	 PERSONALIZATION AND CUSTOMIZATION	 AI INTEGRATED CUSTOMER INTERACTIONS	 PARTNERSHIPS WITH FELLOW CHAMPIONS	 MOBILE VIRTUAL NETWORK OPERATOR (MVNO) INCLUSION

INSIGHTS FROM THE FRONT LINES

INDUSTRY OVERVIEW — TELECOMMUNICATIONS TRENDS



TOUCHPOINT CONNECTIVITY AND IoT

Connecting with customers through all possible touchpoints like mobile phones, watches, and tablets allows Telecommunications companies to build an intimate relationship with each one, while Internet of Things (IoT) technologies allow seamless integration and communication between the devices, enabling the development of innovative services such as high-speed mobile internet and smart homes. Customers expect all their devices to be covered and connected. Companies offering this through all available devices helps them meet their customers' every need.



5G DEVELOPMENT AND BROADBAND EXPANSION

As customers' expectations for their internet service's capabilities continue to increase, Telecommunications companies that ensure more people have access to these capabilities will build strong loyalty between customers and their services. As 5G is being rolled out globally with many countries investing heavily in its development and deployment, expanding everyone's access to a high-speed connection is becoming essential for enabling the growth of the digital economy, improving connectivity, and enhancing the delivery of overall services and applications.



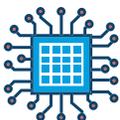
CHASING THE CLOUD

Telecommunications companies are increasingly chasing the cloud as a means of improving their operational efficiency and competitive advantage. By adopting cloud technologies and/or providing their own infrastructure, platform, and SaaS functions, these companies are benefiting from improved scalability, security, and innovation. Cloud computing enables Telecommunications companies to access and analyze data from multiple sources, as well as the flexibility to quickly adapt to changing market conditions and customer demands, enabling them to stay ahead of their competition.



DATA PROTECTION AND CYBERSECURITY

Data protection and cybersecurity are critical concerns for Telecommunications companies. With the large amounts of sensitive data being handled in day-to-day services like phone numbers and IP addresses, it is imperative that this data is protected from cyber threats. That's why companies are investing in a range of cybersecurity measures, including firewalls, intrusion detection and prevention systems, and encryption technologies. By taking these steps, Telecommunications companies can protect their networks from cyber threats, ensuring the security and privacy of their customers' information and keeping their trust.



EDGE NETWORKING

Edge networking allows data processing closer to the source, reducing latency and improving the speed and performance of applications, which is becoming an essential tool for Telecommunications companies to optimize their internet and data services. This is particularly important for applications that require real-time processing, which encompasses all customer data plans and communication services. As customers' expectations for their internet service's capabilities continues to increase Telecommunications companies are utilizing edge networking to provide faster and more responsive data services.



COHESIVE SUITE OF PRODUCTS

Customers are no longer purchasing just an internet plan. They want to cover and connect all their devices with a carrier that is capable of everything. It is essential for Telecommunications companies to provide a seamless and integrated product line for their customers, including internet, data services, streaming bundles, and more. By offering a range of products that work together seamlessly, AT&T can ensure its customers will remain loyal as the company is meeting all their needs. A cohesive suite of products also enables Telecommunications companies to cross-sell and upsell their products, increasing overall revenue and profitability.



PERSONALIZATION AND CUSTOMIZATION

Telecommunications companies that can articulate to customers that they are meeting their exact needs and wants are the ones that can stay multiple steps ahead of the others. For instance, customers are more likely to stay loyal to companies that communicate the length a customer has been utilizing their data plan and offering rewards personalized to them, because their services are tailored to their specific relationship and preferences. A Telecommunications company that uses customer data and identity to ensure they meet their customers' needs can also customize offers their customers will respond to.



AI-INTEGRATED CUSTOMER INTERACTIONS

Telecommunications companies are increasingly using artificial intelligence (AI) to integrate customer reactions and feedback into their decision-making processes. For instance, AI is being used to identify patterns and trends in customer behavior and network anomalies. This information then is used to improve the customer experience and efficiency of internal operations. AI is also being used to predict customer preferences, allowing Telecommunications companies to proactively offer relevant products and services. These developments are occurring quickly, and Telecommunications companies that lag behind may see fellow competitors quickly surpass them.



PARTNERSHIPS WITH FELLOW CHAMPIONS

Telecommunications companies are partnering with fellow champions in other industries to improve their offerings, stay competitive, and meet the ever-evolving demands of their customers. By doing this, telecommunication companies can leverage their partners' cutting-edge technologies, including ones that circulate previously discussed trends, such as cloud computing and artificial intelligence (AI). Additionally, partnerships with other service providers help telecommunication companies reach new markets and provide greater experiences. Partnering with champions of their own industry only proves to further one's position as a champion in theirs.



MOBILE VIRTUAL NETWORK OPERATOR (MVNO) INCLUSION

Telecommunications companies that limit their offerings to the typical are missing out on ample opportunity within the mobile virtual network operator (MVNO) sphere. Telecommunications companies that partner with MVNOs excel in offering cost-effective and tailored services to specific demographics and develop a unique strength in network capacity and internet capability. With the benefits of agile service provision and rapid innovation, Telecommunications companies are seeing blossoming services and offerings with MNVOs, allowing them to maintain a competitive edge in the dynamic Telecommunications market.



CONCLUSION

As the Telecommunications landscape continues onward, the convergence of these ten trends paints a compelling picture of the industry's future. Touchpoint connectivity and Internet of Things (IoT) promise a world where devices seamlessly communicate, while the pursuit of 5G development lay the groundwork for unprecedented speed and connectivity. Simultaneously, the industry is chasing the cloud to transform its infrastructure. Amidst this digital acceleration, the paramount importance of data protection and cybersecurity cannot be overstated, as well as edge networking, maintaining a cohesive suite of products, personalization and customization, and artificial intelligence (AI). Partnerships and mobile virtual network operators (MVNOs) also emerge as a key themes, and all of these signal that the Telecommunications industry remains vibrant, competitive, and ever-adaptive to the demands of an evolving landscape.

INSIGHTS FROM THE FRONT LINES

INDUSTRY OVERVIEW—COMPETITOR ANALYSIS REPORT

KEY AREAS OF FOCUS FOR LEADING BRANDS

We gathered data from various online sources, websites and annual reports to identify the main priorities and strategies of your competitors. We analyzed the data and discovered several key areas that were publicly shared by most of the brands. These areas include:

- Transformative Growth
- Channel Acceleration
- Societal Engagement (ESG)
- Partnership, Acquisitions and Divestitures
- Investments in Digital Technology and Cloud Computing
- Expansion of Product Offerings
- Use of AI and Data in Improving Customer Experience
- Talent, Training and DEI

In the grid below, you will see checkmarks indicating which of these areas each competitor is focusing on and reporting to their employees, the market and shareholders. If you would like more information, please reach out to your Acxiom client partner.

BRAND	T-MOBILE	COMCAST (INCLUDING XFINITY MOBILE)	VERIZON	CHARTER COMM. (INCLUDING SPECTRUM MOBILE)	COX COMMUNICATIONS
Q1 2024 MARKET CAP AND PLACEMENT	1ST - \$195.2B	2ND - \$171.9B	3RD - 168.8B	5TH - \$42.9B	6TH - \$20.0B
TRANSFORMATIVE GROWTH	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
CHANNEL ACCELERATION	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
SOCIETAL ENGAGEMENT ESG	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PARTNERSHIP, ACQUISITIONS AND DIVESTURES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
INVESTMENTS IN DIGITAL TECHNOLOGY AND CLOUD COMPUTING	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
EXPANSION OF PRODUCT OFFERINGS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
USE OF AI AND DATA IN CX	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
TALENT, TRAINING AND DEI	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>

INSIGHTS FROM THE FRONT LINES

VOICE OF THE CLIENT

CUSTOMER AREAS OF FOCUS ACROSS ALL KEY ACXIOM INDUSTRIES

One of the highlights at Acxiom is meeting twice a year with our Client Advisory Board, a group of executives from different industries, to exchange insights and ideas about the most important issues in the market. The topics that came up in our 2024 meeting were very similar to those in 2023, with an even greater focus on cost management and acquisition. This shows that these issues are not going away anytime soon and that we need to work together to find solutions.

Here are some of the common themes we discussed:

- How to get, keep and grow customers when we have to deal with inflation, cost management, and industry changes. These factors are affecting consumer behavior, preferences, and expectations, and we need to adapt our strategies accordingly. We need to find new and more efficient channels and capabilities to reach, engage and retain our customers and we need to do it with precision.
- How to make the most of digital identity and personalization by using new ways to collect, share, and integrate first-party data. First-party data is becoming more valuable and scarce as consumers demand more privacy and control over their data. We need to create trust and value with our customers by curating and enriching our data, sharing it with trusted partners, and integrating it with better technology.

DATA SHARE



MAY 2023



MAY 2024

Our clients are concerned about four main topics: digital media, data growth, platforms and cloud strategy. These topics include challenges such as: how to deal with the loss of cookies, how to adopt a data-driven approach, how to leverage AI to improve business and customer experience, how to choose the right technology stack and platform to simplify processes, reduce costs and meet consumer demands and how to use cloud computing technologies. Sometimes, brands are distracted by the latest trends and hype. Since Acxiom is tool agnostic in our approach, we can better help our clients navigate transformations and dispel technology myths. Our job is simply to help our clients achieve their desired results.

CLIENT MEETING ROOM DISCUSSIONS

DIGITAL MEDIA

- Cookie deprecation mitigation
- Pivoting to first-party targeting strategy
- Evaluating/increasing use of AI and machine learning



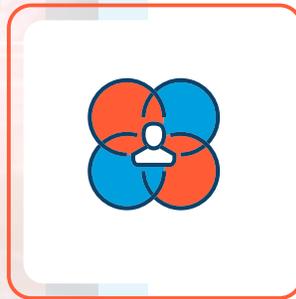
DATA PROLIFERATION

- Transition to a data-first strategy
- Internal governance and use
- External/state-level compliance and adherence



PLATFORMS

- Tool saturated/capability starved
- Getting the most out of investments
- Shiny object syndrome
- Use case-driven approach — enterprise focused



CLOUD STRATEGY

- All-in approach
- New use case priorities
- New capabilities
- Part of a digital transformation strategy (2–5 year process)



7500+ CLIENTS

PROVEN DATA AND IDENTITY EXPERTISE

100+ private identity graph clients—some of the largest in the world

150+ options for configuring a first-party identity graph

Thousands of attributes available globally for added insights and segmentation

PRIVACY FIRST

Acxiom conducts **800+** Data Privacy Impact Assessments and **50+** client privacy/security audits annually

SPEED AND PERFORMANCE

5X more people recognized in onboarding and CDP comparison testing

Delivers decisions in **less than 10 milliseconds**

Collects **150 records** per second per client via rTag

CAPACITY

More than 200 billion input records under management

2 trillion+ records cleansed and corrected annually

2.5 billion addressable people globally

500+ activation destinations



UNLOCKING POTENTIAL

LEVERAGING ACXIOM SOLUTIONS AND SERVICES TO ALIGN WITH AT&T'S GOALS AND NEXT STEPS



CHRIS WERNER
VP Enterprise Sales



ANDY COOK
Sr. Director Operations



REN CREIGHTON
Sr. Client Partner

Whether it's new, existing, or revitalizing — the AT&T customer is the foundation of AT&T's success, growth, and sustained excellence.

This asset requires thoughtful, nuanced, and groundbreaking stewardship. AT&T's leadership in strategy, marketing, and IT solutions continues to be the bedrock of AT&T's success. Strategic third-party partners, like Acxiom, that help AT&T drive more "like-customer" acquisition, round out this strategy.

AT&T values partners that:

- Are strategic, relevant, and flexible
- Can grow with AT&T's evolving needs
- Can not only make AT&T better but also make AT&T's partners better

Acxiom's goals are straightforward — to drive optimized results from consistent audience identification, segmentation, and measurement and make existing assets work harder for AT&T (same for less, more for same). Through consistent consumer recognition across all channels and product lines, focusing on personalized experiences rather than product features, and optimizing existing infrastructure, we can further grow the AT&T/Acxiom relationship similar to leading brands across all industries.

The following sections highlight six specific ways Acxiom can help AT&T optimize its investments while excelling at acquiring new customers and serving current customers which are AT&T's greatest asset.

Topics: Enterprise Identity — Ring of Rings — Acxiom Real ID™, Optimize Your Martech Stack for Success — Acxiom Martech Services, Precision-Based Marketing — Acxiom Direct Connectors, Cross-Channel Measurement and Reporting — Acxiom Data and Analytics Services, Agnostic Credit Solution Provider — Acxiom Marketing Database, Clean Room Partner Sharing — Acxiom Data

Sincerely,

Ren Creighton, Andy Cook, and Chris Werner

AT&T GOALS

IMPROVE TARGETED CUSTOMER ACQUISITION

IMPROVE PERSONALIZED EXPERIENCES

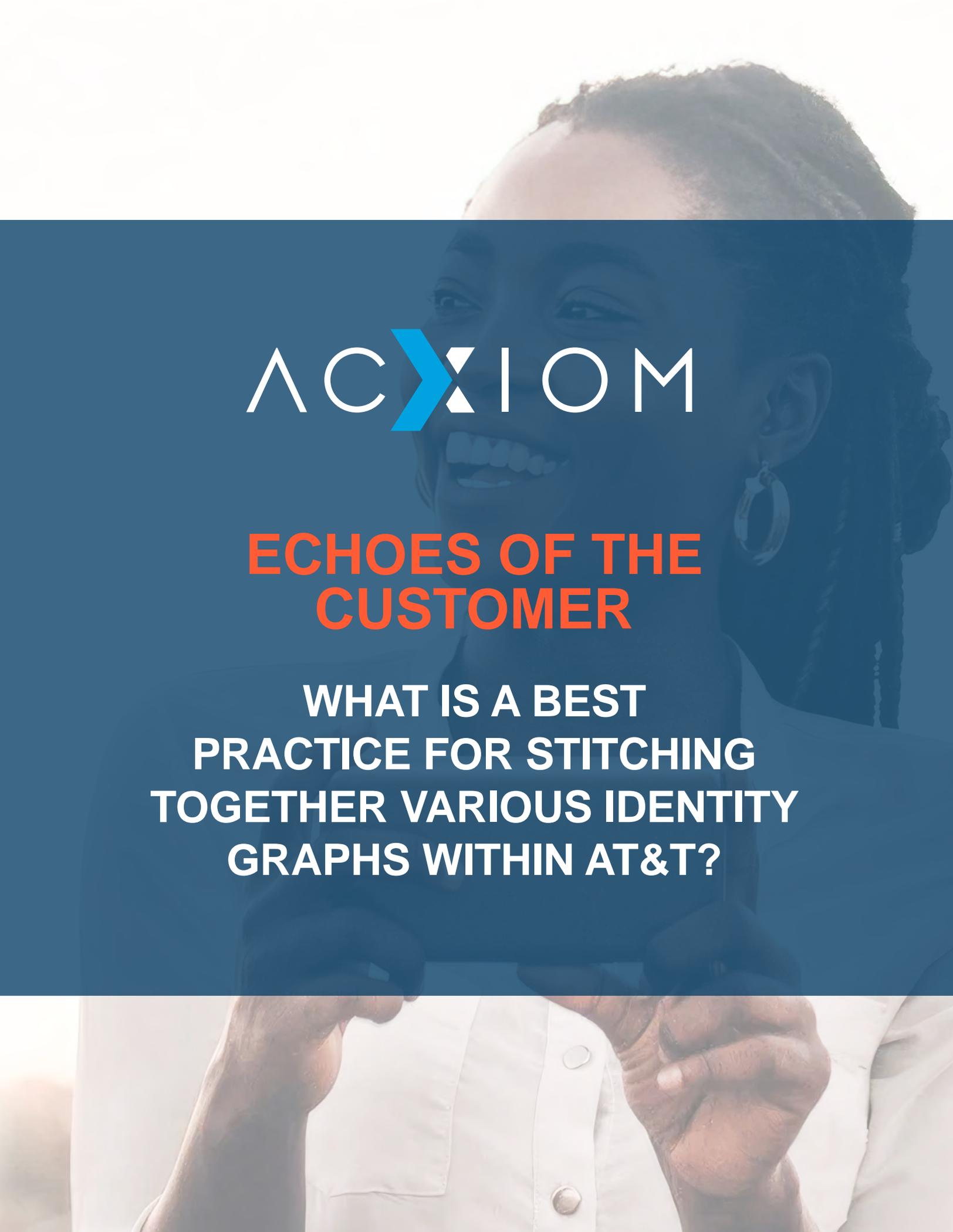
ENHANCE MARTECH STACK UTILIZATION, EFFECTIVENESS, AND VALUE REALIZATION



ENTERPRISE IDENTITY — RING OF RINGS

POWERED BY
REAL ID™ AND
R-GRAPH™

ACX IOM



ACX IOM

**ECHOES OF THE
CUSTOMER**

**WHAT IS A BEST
PRACTICE FOR STITCHING
TOGETHER VARIOUS IDENTITY
GRAPHS WITHIN AT&T?**

UNLOCKING POTENTIAL

GOALS SUPPORTED



IMPROVE
PERSONALIZED
EXPERIENCES



IMPROVE TARGETED
CUSTOMER
ACQUISITION

SOLUTION – REAL ID™ AND R-GRAPH™

HOW THE SOLUTION ALIGNS TO THE GOALS AND OUTCOMES

- AT&T owns the identity graph, not Acxiom.
- Leverages your existing identity spines from current identity providers — RING OF RINGS.
- Allows ONLINE and OFFLINE identity continuity, regardless of partner mix, which can change.
- Single view of customer or prospect.
- Leverages insights of prospects' behaviors, channel preference, contact strategy prior to them becoming AT&T customers — makes cross-sell marketing more effective.
- Cohesive messaging across channels.
- R-GRAPH creates AT&T customer business rules for holistic identity across partner identity spines.

NEXT STEPS

Contact us to learn more about owning your own first-party identity graph.

UNLOCKING POTENTIAL

ACXIOM REAL ID™ AND R-GRAPH™

THE ACXIOM REAL ID™ DIFFERENCE

An AT&T-owned Identity Ring of Rings incorporates existing AT&T identity or recognition keys to provide consistent links (individual and address/household), while offering AT&T flexibility with its current and future identity partners. It accurately recognizes real people, accesses a wealth of insights about their needs and preferences, and precisely activates audiences in the marketing and measurement ecosystems.

WHAT IS ENTERPRISE IDENTITY?

A true private, enterprise identity solution forms a permanent data backbone for your business. It brings together a wide variety of disparate data points from all the different online and offline channels your business uses and manages the continually evolving identity information that provides a 360-degree view of customers and prospects and helps you build long-lasting relationships. It is anchored on Acxiom's Real ID™ referential graph of 260 million real people in the U.S.

THREE REASONS WHY IT MATTERS

1. AT&T owns identity graph.
2. Flexibility with identity partner mix.
3. Customers and prospects expect it.

VALUE IS IN GROWTH AND SCALABILITY

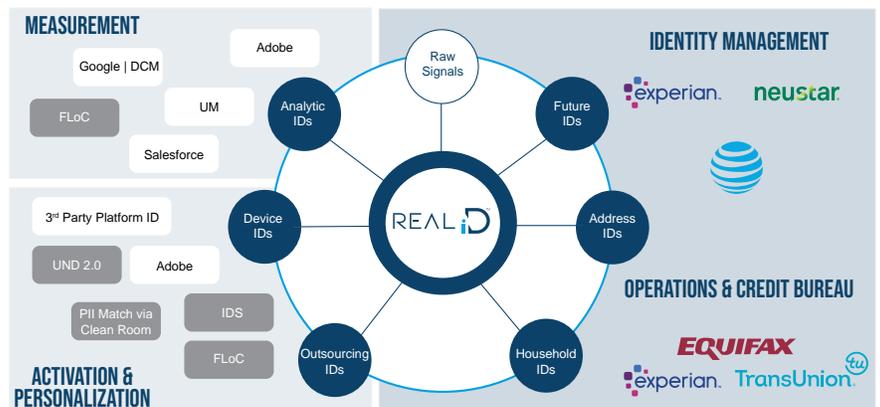
CATCH EVERY INTERACTION

SAVE DATA UNTIL AUTHENTICATED

MAXIMIZE ATTRIBUTION

PRODUCES REAL METRICS

- Increase Recognition
- Personalize and Optimize
- Maximize Reach
- Attribute and Measure





OPTIMIZE
YOUR MARTECH
STACK FOR
SUCCESS

POWERED BY
ACXIOM MARTECH
SERVICES

ACXIOM

A man and a woman in business attire are looking at a tablet together. The man is on the left, and the woman is on the right. They are both smiling and appear to be in a collaborative work environment. The background is a blurred office setting with windows.

ACX IOM

**ECHOES OF THE
CUSTOMER**

**HOW CAN I GET THE MOST
OUT OF OUR EXISTING
SOFTWARE AND TOOLS
AT AT&T?**

UNLOCKING POTENTIAL

GOALS SUPPORTED



ENHANCE MARTECH
STACK UTILIZATION,
EFFECTIVENESS, AND
VALUE REALIZATION



IMPROVE
PERSONALIZED
EXPERIENCES

SOLUTION – MARTECH SERVICES

HOW THE SOLUTION ALIGNS TO THE GOALS AND OUTCOMES

- Aligns with your unique martech stack.
- Optimizes outcomes across your partnerships.
- Configures and integrates the technology into the business.
- Leverages an external team to run campaigns and operate the technology.
- Strong feedback from other partners:
 - “One of Salesforce’s fastest-growing, full-stack marketing partners”
 - “By harnessing Acxiom’s rich data resources, we’re able to amplify Adobe’s AI tools...”
- Demonstrates the tangible benefits of integrated marketing solutions, including the following (and more):
 - Salesforce Marketing Cloud
 - ActionIQ
 - Databricks
 - Adobe CDP
 - Snowflake
 - Analytics

NEXT STEPS

Contact us if you would like to learn more about the impacts we have made with other clients or learn more about how we can help.

UNLOCKING POTENTIAL

OPTIMIZE YOUR MARTECH STACK FOR SUCCESS

THE ACXIOM SERVICES DIFFERENCE

Acxiom is your marketing leading services provides with over 50 years experience in delivering marketing outcomes for our clients. We have the industry leading satisfaction, with a 95% retention rate. We don't succeed unless you succeed.

WHAT ARE MARTECH SERVICES?

Enhance marketing efficiency, achieve marketing ROI, and drive better business outcomes through data-driven decision-making and automation with expert services in the martech ecosystem.

THREE REASONS WHY IT MATTERS

1. Improve your marketing outcomes and goals.
2. Get more value from your marketing technology investments.
3. Improve customer personalization and engagement.

VALUE IS IN ENHANCED DATA AND ACCURACY



PRODUCES REAL METRICS

Increased Conversion	15 % better conversion rates with enhanced personalization
Marketing Efficiencies	20% more marketing efficiency by aligning to marketing goals
Data Accuracy	66% Increase in data accuracy to support marketing goals
Improved Actional Insights	25% improvement in generating actional insights



PRECISION- BASED MARKETING

POWERED BY
DIRECT CONNECTORS

ACX IOM



ACX IOM

**ECHOES OF THE
CUSTOMER**

**WHAT ARE THE BEST
WAYS FOR AT&T TO SEND
DIGITAL AUDIENCES
TO DIGITAL PLATFORMS?**

UNLOCKING POTENTIAL

GOALS SUPPORTED



IMPROVE
PERSONALIZED
EXPERIENCES



IMPROVE
TARGETED CUSTOMER
ACQUISITION

SOLUTION – DIRECT CONNECTORS

HOW THE SOLUTION ALIGNS TO THE GOALS AND OUTCOMES

- Multi-channel extension to email acquisition.
- Sends direct mail, email and other digital campaign output segments direct to publishers for one-to-one digital marketing.
- Provides identity control. Reach is based on known identifiers. PII-based connections provide future-proofing in a changing landscape.
- Eliminates data hops and identity deterioration.
- Greater speed to platform. The platform ingests audiences within 24 to 48 hours, approximately half the time compared to traditional onboarding. This leads to much quicker campaign execution times.
- Lower cost channel integration to lower CPGA.



NEXT STEPS

Acxiom-sponsored POC to measure lift from one-to-one digital advertising as follow-ups to existing email segments.

UNLOCKING POTENTIAL

ACXIOM'S DIRECT CONNECTORS

THE DIRECT CONNECTORS DIFFERENCE

Take Back Marketing Control: First-Party Direct Connectors, On Demand

WHAT IS DIRECT CONNECTORS?

Acxiom has partnered with the industry's premium platforms to build a solution that enables brands to take complete control of both marketing distribution and the level of precision applied to campaigns. Using match-multiplier 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.

THREE REASONS WHY IT MATTERS

1. **ACTIVATE ANY FIRST-PARTY AUDIENCE:** Tailored onboarding prioritizes precision over probabilistic reach.
2. **DIRECT PUBLISHER CONNECTIONS:** Bypasses intermediaries in the cookie-based ecosystem and gives direct access to publishers.
3. **AUTHENTICATED MATCHES:** Deterministic matching to authenticated users from Acxiom universe.

VALUE IS IN IMPROVED ROI AND BETTER DECISION MAKING

**FASTER TIME
TO MARKET**

**DETERMINISTIC
MATCHES**

**FULL
VISIBILITY**

PRODUCES REAL METRICS

Improve Media Efficiency

Improve media efficiency by up to 57%

Lift in Applications

Incremental lift in applications and booked accounts by 7–9%

Improve Cost Per Acquisition

Improve cost per acquisition by up to 57%

Improve Reach

Reach 4X–10X of prescreen audiences in digital channels



CROSS- CHANNEL MEASUREMENT AND REPORTING

POWERED BY
ACXIOM DATA AND
ANALYTICS SERVICES

ACX IOM



ECHOES OF THE CUSTOMER

**WHAT OPTIONS EXIST FOR
STREAMLINING
MEASUREMENT AND
REPORTING FOR AT&T'S
MARKETING CAMPAIGNS?**

UNLOCKING POTENTIAL

GOALS SUPPORTED



IMPROVE
PERSONALIZED
EXPERIENCES



IMPROVE TARGETED
CUSTOMER
ACQUISITION

SOLUTION – MEASUREMENT AND REPORTING

HOW THE SOLUTION ALIGNS TO THE GOALS AND OUTCOMES

- Faster insights and optimized actions.
- Shared environment (cloud or dedicated) owned by AT&T.
- Acxiom builds and services environment.
- Accessible by AT&T, Acxiom, and other AT&T partners.
- Multi-channel, multi-product measurement.
- Automated reporting and measurement.
- Optional real-time or near real-time updates as real-time feeds become available.

NEXT STEPS

Contact us for more information about how we have helped similar clients or how we can help AT&T.

UNLOCKING POTENTIAL DATA AND ANALYTICS SERVICES

LEVERAGING CUSTOMER INSIGHTS

The expectation to deliver more with less has never been higher. Brands must continue to transform their marketing practices to become more data- and insight-driven to gain customer intelligence that helps with overall decisioning and more effective marketing to drive growth.

HOW DOES ACXIOM DELIVER RESULTS?

Clients leverage our analytics team to help fill gaps in talent, focus on long-term initiatives or conduct modeling, segmentation or measurement projects designed to support actionable results. We have a team of analysts and data scientists with diverse capabilities who work across a variety of platforms and in many cases work behind our clients' fire walls. Our goal is to provide valuable insights about customer behaviors and overall profiles in addition to cross-channel campaign measurement and reporting.

THREE REASONS WHY IT MATTERS

1. Understand more about your responder behaviors to improve messaging.
2. Determine which types of prospects are converting to support better acquisition efforts.
3. Learn more about your long-term customer behaviors and associated profiles to drive better decisions around offers and various packages to support retention and ongoing acquisition efforts.

VALUE IS IN IMPROVED ROI AND BETTER DECISION MAKING



PRODUCES REAL METRICS

Drives Incremental Responders

Increase conversion rates 5%–8%

Improve Acquisition

Reduces expenses and drives better-qualified leads

Measurement and Reporting

Provides automated environment with single point of reference or shared results

A close-up photograph of two women smiling and looking at a smartphone together. The woman on the left has long brown hair and is wearing a dark top. The woman on the right has dark curly hair and is wearing a light-colored, textured sweater. The image is overlaid with a large, stylized geometric shape in shades of blue and orange. The text is positioned on the left side of the image, partially overlapping the blue and orange shapes.

AGNOSTIC CREDIT SOLUTION PROVIDER

POWERED BY
ACXIOM MARKETING
DATABASE

ACX IOM

The background of the entire page is a photograph of several young women with long hair, smiling and looking towards the camera. The image is slightly blurred and has a soft, warm lighting. A dark blue semi-transparent overlay covers the middle portion of the image, where the text is placed.

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**ECHOES OF THE
CUSTOMER**

**HOW CAN I HAVE MORE
CONTROL OVER MY CREDIT
BUREAU RELATIONSHIPS?**

UNLOCKING POTENTIAL

GOALS SUPPORTED



IMPROVE
PERSONALIZED
EXPERIENCES



IMPROVE TARGETED
CUSTOMER
ACQUISITION

SOLUTION – AGNOSTIC CREDIT SOLUTION PROVIDER

HOW THE SOLUTION ALIGNS TO THE GOALS AND OUTCOMES

- Contains data that successfully drives business.
- Provides AT&T more control over bureau partnerships (up to three bureau sources and multiple alternative bureau sources).
- Eliminates redundant steps processing files received directly from the bureau.
- Full FCRA compliance, data governance, and privacy/security.
- Comprehensive contact history.
- Analytics for predictive trending from pre-paid to post-paid prospects.

NEXT STEPS

Contact us for more information on how AT&T can leverage solution designs recommended to our largest financial services clients.

UNLOCKING POTENTIAL

ACXIOM AGNOSTIC CREDIT SOLUTION PROVIDER

THE AGNOSTIC CREDIT SOLUTION PROVIDER DIFFERENCE

Create relevant pre-qualified mobile device offers and messaging for the right people by accurately recognizing real people, accessing their credit data across multiple providers combined with a wealth of demographic insights about their needs and preferences.

WHAT IS A PRE-SCREEN CREDIT SOLUTION?

A true single source of truth for customers and prospects powered by enterprise identity, bureau and niche credit data providers, and third-party demographics in a public cloud architecture. It enables audience development, performance analytics, modeling and activation across traditional direct mail and email channels while also incorporating paid and owned media creating an omni-channel customer experience with the right offers at the right time.

THREE REASONS WHY IT MATTERS

1. Reach more qualified prospects.
2. Retain more customers.
3. Reduce acquisition costs.

VALUE IS IN IMPROVED ROI AND BETTER DECISION MAKING



PRODUCES REAL METRICS

Improve Reach	Reach 4X–10X of Prescreen Audiences in Digital Channels
Accurate Credit Offers	Double-digit gains in acquisition performance
Speed to Market	Accelerated campaign cycle time by 50%
Attribution	15–20% annual optimization savings across segments

A photograph of two men, one with dark hair and a plaid shirt, and another with short dark hair and a light-colored patterned shirt, both smiling and looking at a smartphone held by the man in the plaid shirt. The image is overlaid with a large blue and orange geometric graphic on the left side.

DATA CLEAN ROOM PARTNER SHARING

POWERED BY
ACXIOM DATA

ACXIOM

A photograph of two men, one white and one Black, looking at a smartphone together. The white man is on the left, wearing a plaid shirt, and the Black man is on the right, wearing a light-colored shirt. They are both smiling and looking down at the phone. The image is overlaid with a dark blue semi-transparent rectangle containing text.

ACX IOM

**ECHOES OF THE
CUSTOMER**

**WHAT OPTIONS EXIST FOR
SHARING DATA WITH AT&T
AND ITS CURRENT AND
POTENTIAL PARTNERS?**

UNLOCKING POTENTIAL

GOALS SUPPORTED



IMPROVE
PERSONALIZED
EXPERIENCES



IMPROVE TARGETED
CUSTOMER
ACQUISITION

SOLUTION – DATASHARE/AT&T+PARTNER DATA CLEAN ROOM

HOW THE SOLUTION ALIGNS TO THE GOALS AND OUTCOMES

- Shares faster insights and data.
- Acxiom Data share partners: Snowflake, Databricks, etc.
- Facilitates monthly data feeds and data sharing between Acxiom and AT&T (segmentation, analytics, demo data share, etc.)
- Third-party partner data sharing.
- New data source evaluation.
- AT&T can evaluate potential partnerships using a data clean room at Acxiom for secure, privacy-compliant customer overlap analysis and reporting.

NEXT STEPS

Contact us to learn more about leveraging Snowflake or other data share technologies for streamlining work between Acxiom and AT&T.

UNLOCKING POTENTIAL

DATA CLEAN ROOM PARTNER SHARING

THE ACXIOM DIFFERENCE FOR DATA CLEAN ROOMS

Acxiom's data clean room is a trusted zone for two or more parties to share sensitive data without exposing publicly identifiable information (PII), exercise full control over their data, and easily distribute it to an endpoint to activate it. Together, Acxiom and the cloud partner of your choice (i.e. Snowflake, Databricks, etc.) are making it easy to share data with and across organizations to enable growth and faster utilization of data while honoring people's privacy and brands' business and operability requirements.

HOW IT WORKS

Acxiom's data clean room implementation services seamlessly extend award-winning Real Identity capabilities on the cloud platform of your choice to recognize up to five times more people — a vast improvement over simple string matching. Acxiom also offers elite professional services to help brands quickly get the most value from their data clean room investment, including data exploration and analysis, gap/overlap analysis, compliance analysis, and much more.

THREE REASONS WHY IT MATTERS

1. Improve downstream match rates.
2. Reach a greater pool of known customers.
3. Add thousands of descriptive and predictive insights to known records.

EXPERIENCE YOU CAN TRUST

**12 YEARS DELIVERING
DATA CLEAN ROOM
SOLUTIONS**

**3 BILLION RECORDS
PROCESSED ANNUALLY
FOR DATA CLEAN ROOM
SOLUTIONS**

**HUNDREDS OF CLIENTS
FOR DATA CLEAN
ROOM USE CASES**

PRODUCES REAL METRICS

Power to 1pd

Operational Efficiencies

Low Investment Risk



Metric percentages and wins

Access — data management automation

Set-up costs are low and solutions are scalable, meaning you can start as small as you need and build your solution on as you go



Thank you for your business and trusting Acxiom to be your partner. We hope you found this to be informative. Please reach out to chris.werner@acxiom.com or ren.creighton@acxiom.com to discuss how Acxiom can help you achieve your business goals.



ABOUT ACXIOM

Acxiom is the global leader in customer intelligence and stands at the forefront of AI-enabled, data-driven marketing. As part of the **Interpublic Group of Companies, Inc. (IPG)**, we specialize in high-performance solutions that boost customer acquisition and retention while fueling growth for the world's biggest brands and agencies. We transform omnichannel marketing strategies and execution using our AI-powered data and identity foundation, cloud-based data management, and martech and analytics services. For over 55 years, our teams across the US, UK, Germany, China, Poland, and Mexico have helped businesses optimize their marketing and advertising investments while prioritizing customer privacy. Find us on [LinkedIn](#) and discover more at [Acxiom.com](#), **where marketing is made better.**



[acxiom.com](#) • info@acxiom.com

The Acxiom logo, featuring the word "ACXIOM" in a white, sans-serif font. The letter "X" is stylized with a white arrow pointing to the right, integrated into its structure.