



# WANT TO REV UP MARKETING SUCCESS? LET ACXIOM SUPERCHARGE YOUR ENGINE.

We all know marketing can be tough. Some days it might feel almost impossible. You've got some good customers, even great customers, but it's not always easy to reach them with relevant messages through their channel of choice at exactly the right time. And it can be even tougher to find more people who look like your best customers and then be just as relevant and timely with the way you reach out to them.

Everyone also knows the right data and the right technology can help those goals be less daunting. But few companies have the budget or expertise to head down those paths on their own. For more than 55 years, Acxiom has helped companies improve their marketing success, and our turnkey approach means we handle every step of developing, implementing and managing successful marketing solutions. We have established best practices combining data, analytics and marketing execution to deliver high-performance campaigns that deliver significant return on marketing investments.

Benefits of working with Acxiom include:

- Our role as a **"one stop shop"** so clients can leverage Acxiom's full suite of capabilities in support of customer acquisition, growth, and retention.
- **Flexibility in shaping a solution** based on the right scope, use cases — a solution that fits your budget.
- **End-to-end campaign support**, which means fewer vendors to manager.
- **Lower cost per acquisition**, driving higher ROI.

Acxiom can create a solution that quickly delivers measurable positive impact, a solution that includes:

- 1 AUDIENCE SOURCING**  
Acxiom's InfoBase® includes the most accurate and powerful third-party descriptive and touchpoint data on more than 250 million addressable consumers to enhance your customer database or to create a prospect database.
- 2 AUDIENCE MODELING**  
We analyze your best customers and help you find more like them. Our analytics include:
  - High-value customer segmentation and modeling to help brands market more effectively to customers.
  - Look-alike, response and conversion modeling for acquisition marketing.
- 3 AUDIENCE DEVELOPMENT**  
We leverage our Real ID product to deliver better audience matching and management via a flat file merge/purge process.
- 4 OMNICHANNEL MARKETING ACTIVATION**
  - Acxiom can recommend and manage the services you need for optimal results.
  - Acxiom Email Connections Services maximize results by using multiple partners to increase email reach, remove duplicate records and improve campaign measurement in a privacy-compliant environment.
  - Acxiom Direct Connectors Solution enables more precise programmatic marketing. Acxiom has partnered with the industry's premium platforms to build a solution that ensures delivery of a privacy-compliant first-party data activation solution that is accurate and fast.
- 5 CAMPAIGN MANAGEMENT**  
Our implementation process ensures client objectives, strategies, and policies are put into action through high-performance marketing to produce fast and quantifiable results.
- 6 CAMPAIGN MEASUREMENT**  
We help you realize the impact of your marketing campaigns by building measurement reports around your core KPIs so you and your team can make informed decisions for optimization.

## WHY ACXIOM

The global leader in customer intelligence, we specialize in high-performance, data-driven consulting and marketing solutions that help convert more prospects to customers, generate more purchases from repeat customers, and higher spend from loyal members. All are built on our AI-powered data and identity foundation — because in a world transformed by AI, the data foundation is everything. It's marketing made better.

### A LEADER IN ETHICAL DATA USE

Our global privacy team works with more than 30 regulatory bodies and associations around the world and operationalizes data governance through more than 800 privacy impact assessments each year. First and foremost, the world's leading brands and marketers depend on our ability to deliver results in trusted and ethical ways.

### EXPERIENCE MATTERS

Our people are at the heart of more than 55 years of innovative, data-driven solutions that solve big challenges in the marketing and advertising industry. With 2,700 associates across six countries, our powerhouse team helps our clients transform their omnichannel marketing strategies and execution. The Acxiom team includes more than:

- 1,600 data specialists with unparalleled market knowledge of consumer data and data-driven marketing.
- 200 industry experts with deep domain expertise across industries and specific use cases.

## Acxiom Provides Marketing Solutions for

**8** OUT OF THE TOP **10**  
**LEADING FINANCIAL INSTITUTIONS**

**With Acxiom, you get access to the best-in-class industry consultants and technologists, optimizing your marketing performance and solving your toughest business challenges.**

**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 more than 55 years, our teams across the U.S., U.K., Germany, China, Poland, and Mexico have helped businesses optimize their marketing and advertising investments while prioritizing consumer privacy.

## TO LEARN MORE

about how Acxiom can work for you, contact us at [info@acxiom.com](mailto:info@acxiom.com).