

## Reach Your Audience Across Premium Video with Data from Acxiom

Through a custom integration with OpenAP, IPG can now seamlessly onboard, build and reach target audiences in premium video environments using Acxiom data. Onboarded audiences can be matched to the OpenID identity spine for consistent campaign execution and measurement across publishers and platforms.



### Why onboard audiences with OpenAP using Acxiom data?

#### Preferred Data Provider

Define and identify audiences with Acxiom data, then seamlessly onboard that audience for activation against the OpenID identity spine for use in audience-based campaigns across the entire premium video footprint.

#### High Fidelity Data

Leverage OpenAP's secure, direct integration with Acxiom to onboard OpenID audiences directly—ensuring a high fidelity transfer and high match rate.

#### Planning Insights

Receive enhanced audience insights to inform media optimization across campaign planning and execution, including publisher and inventory mix.



TV publishers who accept audiences from OpenAP:



## How to Onboard an Audience with Acxiom and OpenID



1

IPG works with Acxiom on scenario planning and creating an audience definition of sufficient size for DDL activation.\*



2

OpenAP receives an email from Acxiom with all relevant audience information, including campaign name, audience name, audience description, file name and location in the OpenAP S3 bucket.



3

Acxiom audiences are onboarded as OpenIDs within 2-3 days of receiving the audience, then matched to viewership data and platform IDs for linear, digital and addressable activation to create a unified, cross-platform audience.



4

OpenID audience expressions are shared with TV publishers for use in linear and digital campaigns, with publishers using their internal tools to build targeted media plans.



\*Each publisher has required minimums for audience sizing, which may vary based on the publisher and currency being used for impression billing. OpenAP's Audience Solutions team will partner with you to ensure all sizing thresholds are met prior to the campaign going to order.

Looking to use Acxiom data for an upcoming campaign?  
Let's talk. Contact [audiencesolutions@openap.tv](mailto:audiencesolutions@openap.tv) to get started.