

# ACXIOM SALES TOOLKIT

## PRODUCT NAME: AUDIENCE PROPENSITIES

Launch Sales Tools	
<b>Fact Sheet</b>	<a href="#">Networth Gold Fact Sheet – EXTERNAL</a> <a href="#">Audience Propensities Fact Sheet – EXTERNAL</a>
<b>Right to Win Message Map</b>	<a href="#">Data Message Map – INTERNAL</a>
<b>Primary Use Cases + Value</b>	<a href="#">Audience Propensities Use Cases &amp; Value – EXTERNAL</a>
<b>External Pitch Slides</b>	<a href="#">Audience Propensities &amp; Partner Audiences Sales Presentation – EXTERNAL</a> <a href="#">Audience Propensities Subscription Box and ESG Presentation - EXTERNAL</a> <a href="#">Acxiom Capabilities Deck – Data Only – EXTERNAL</a>
<b>Internal FAQs</b>	<a href="#">Audience Propensities DS API FAQs – INTERNAL</a>
<b>Internal Communication</b>	<a href="#">Audience Propensities Reinstated Health and Wellness APS – INTERNAL</a>
Deal Readiness Sales Tools	
<b>Standard Proposal Content</b>	<a href="#">Audience Propensities Proposal Content – EXTERNAL</a>
<b>Pricing</b>	Please contact the SME for your respective industry.
<b>Contract Content</b>	Contact Contract Development Team ( <a href="mailto:Contracting@acxiom.com">Contracting@acxiom.com</a> )
<b>Know It Sell It (KISI) Training</b>	<a href="#">Know It, Sell It: Introducing NEW Audience Propensity Models – INTERNAL</a>
<b>Website Content</b>	<a href="#">Audience Propensities Website Content – EXTERNAL</a>
<b>Sales Scripting</b>	<a href="#">Audience Propensities Sales Scripting – INTERNAL</a>
Other Sales Tools	
<b>Data Information</b>	<a href="#">Audience Propensities Client Catalog – EXTERNAL</a> <a href="#">Audience Propensities Retirements Workbook – INTERNAL</a> <a href="#">Audience Propensities Retiring Push Spring Branded Models with Acxiom Replacements – INTERNAL</a>
<b>Case Study</b>	<a href="#">Audience Propensities Case Study – Premium Automaker – EXTERNAL</a> <a href="#">Audience Propensities Case Study – Health Payer – EXTERNAL</a> <a href="#">Audience Propensities Case Study – Retailer Ad Spend – EXTERNAL</a> <a href="#">Audience Propensities Case Study – Automaker – EXTERNAL</a> <a href="#">Audience Propensities Case Study – Automaker for Luxury Cars – EXTERNAL</a> <a href="#">Audience Propensities Case Study –Life Insurer – EXTERNAL</a>

# ACXIOM SALES TOOLKIT

	<a href="#">Audience Propensities Case Study –Major Health Insurance Provider – EXTERNAL</a> <a href="#">Audience Propensities Case Study –RAC Car Insurance Provider – EXTERNAL</a>
<b>Automotive</b>	<a href="#">Automotive Data Fact Sheet: Who's Visiting My Website and Looking at My Vehicles Online – EXTERNAL</a> <a href="#">Automotive Data Fact Sheet: Who's Visiting My Website and Looking at My Vehicles OEMs – EXTERNAL</a> <a href="#">Automotive Data Fact Sheet: Which Customers Should You Be Targeting Dealers – EXTERNAL</a> <a href="#">Automotive Data Fact Sheet: What is My Customer’s Purchasing Intent OEMs – EXTERNAL</a> <a href="#">Automotive Data Fact Sheet: How Do You Know Where Customers Are in the Purchase Funnel OEMs – EXTERNAL</a> <a href="#">Automotive Data Fact Sheet: How Do You Cut Through the Noise and Reach the Right Customers OEMs – EXTERNAL</a> <a href="#">Automotive Data Fact Sheet: How Do I Find Vehicle Owners for Parts and Services OEMs – EXTERNAL</a> <a href="#">Automotive Data Fact Sheet: How Can I Delivery Better Financing and Warranty Offers to Prospective Buyers Dealers – EXTERNAL</a> <a href="#">Automotive Audience Propensities: How to Better Understand Your Target Audience Fact Sheet Dealers – EXTERNAL</a>
<b>Brochure</b>	<a href="#">Audience Propensities Brochure – EXTERNAL</a>
<b>eBook</b>	<a href="#">Audiences Crushing Campaign Goals eBook – EXTERNAL</a> <a href="#">Audiences Crushing Campaign Goals eBook Slides – EXTERNAL</a>
<b>Data Partner Audiences</b>	<a href="#">Data Partner Audiences Prosper and Acxiom Fact Sheet – EXTERNAL</a> <a href="#">Data Partner Audiences Prosper Predictive Audiences FAQs – INTERNAL</a>