

DUAL RESIDENCY

Start creating more engaging content with your customers who are always on the move. People who own properties and reside in multiple locations can be difficult to identify, and it can be even more challenging to develop personalized marketing materials for them. The Dual Residency file utilizes 55 years of ethical data sourcing and logic to create a highly specialized database of people who divide their time between multiple homes. It is estimated that 9.5 million Americans own multiple residences, and with Acxiom's Dual Residency it is easier than ever to identify these people and personalize messaging based on their unique behaviors.



USE CASES

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| TELECOMMUNICATIONS | Dual Residency makes it simple to reach people who are in need of television, internet, phone, and/or other telecommunication services for their homes. |
| INSURANCE | Multiple residences require multiple insurance policies such as homeowners' insurance, liability insurance or renters' insurance. This file allows providers a quick and simple way to reach exactly the right audiences to remain a top competitor in the market. |
| FINANCIAL SERVICES | Purchasing and owning additional homes is a life-altering financial decision for most people. With Dual Residency, financial institutions can offer credit cards, loan options and other services to people who have multiple residences. |
| TRAVEL | Having multiple residences means traveling between them. Airlines, automotive companies, hotels, and other travel businesses can target and cater their messaging to those who may frequently need their products and services while splitting time between their residences. |

ABOUT THE FILE

- Dual Residency is a stand-alone product that is available for full-file install to provide an in-depth knowledge of the behaviors and patterns that dual residents display.
- Dual Residency can also be appended to client files to provide information on consumers within a particular business footprint who are dual residents.
- A Dual Residency match flag can be enabled through InfoBase Enhancement to simply flag records as a dual resident.
- Dual Residency is also available as an add-on selection for customers who currently license Acxiom's Addressable Universe.

FOR MORE INFORMATION

about our solutions, visit [acxiom.com](https://www.acxiom.com) or contact us at info@acxiom.com.