



INCREASED MARKET KNOWLEDGE  
THROUGH UNLIMITED USE OF  
CONSUMER DATA FILES

# INFOBASE<sup>®</sup> HISTORICAL DATA OFFERING

## CHALLENGES ADDRESSED

Today's marketers face fundamental changes in direct marketing — moving to new channels from direct mail—as well as ongoing struggles in the global economy. These factors make having the most complete and up-to-date information for analytics and trending more important than ever. Marketers need to gain insight that will allow them to predict customer buying behavior. Good data and insight are critical to relevant, personalized marketing.

## WHAT IS INFOBASE HISTORICAL DATA?

InfoBase Historical Data Offering provides unlimited use of the InfoBase consumer data files for analytics and internal modeling. The solution lets you combine Acxiom's rich repository of historical data with your own customer transaction and behavioral data, a combination that facilitates better analysis and model development.

## HOW INFOBASE HISTORICAL DATA WORKS

The InfoBase History Data Offering file contains the basic data elements available on the InfoBase list file\*, which includes the following key attributes:

- Consumer name and address
- Basic demographics
- Lifestyle and behavioral data
- Life event data
- Property data

*\*Restricted and high-royalty data elements are not available in the Historical Data Offering. A data layout and element listing is available, but it may vary from file to file due to changes in the availability of specific individual data elements.*

## DESCRIPTION

Forward and backward insight

## APPLICATIONS

- Market analysis
- Analytics and internal modeling

## BENEFITS

- Helps you predict your customers' buying behavior by providing forward and backward insight through improved model performance and marketing insights
- Helps you make better decisions about marketing campaigns, so your strategic planning can be on-target and cost-effective

## AVAILABILITY

United States

# HOW INFOBASE HISTORICAL DATA HELPS

- Improves marketing insight
- Reduces marketing waste
- Improves model performance

## PROVEN RESULTS

- Studies over the past five years have shown that Acxiom exceeds our consumer data compiler competition by as much as 10 percent in the accuracy and targeting of our data
- Most robust consumer data repository available in the United States today

## WHY INFOBASE HISTORICAL DATA?

- Acxiom's patented linking technology provides the best tracking to recognize individuals across time and different addresses and gives us the largest depth and breadth of historical data
- The solution offers the best combination of coverage and accuracy, providing unsurpassed marketing, analytic and segmentation results
- Acxiom brings together consumer information in its InfoBase data products to form the most comprehensive data repository available
- Acxiom's InfoBase Consumer List has been expanded—to a size that nearly matches the entire U.S. population of 18-to-80 year olds—and supports a greater variety of marketing activities, all by providing access to a much larger universe of U.S. consumer records now totaling more than 240 million
- It features the highest deliverability, best ROI, fewest duplicates as well as a large element selection of affluence/ credit indicators, credit card and shopping behavior elements
- The solution includes hundreds of buying activity, behavior and interest elements, retail-focused models and a segmentation system

## WHY ACXIOM



### EXPERIENCE

More than 50 years of data, identity and data management experience.



### TRUST

Leaders in data governance and ethical data sourcing.



### SERVICE

Exceptional service delivery and client retention.



### ACCURACY

Most comprehensive and accurate data across the globe.

## FOR MORE INFORMATION

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

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