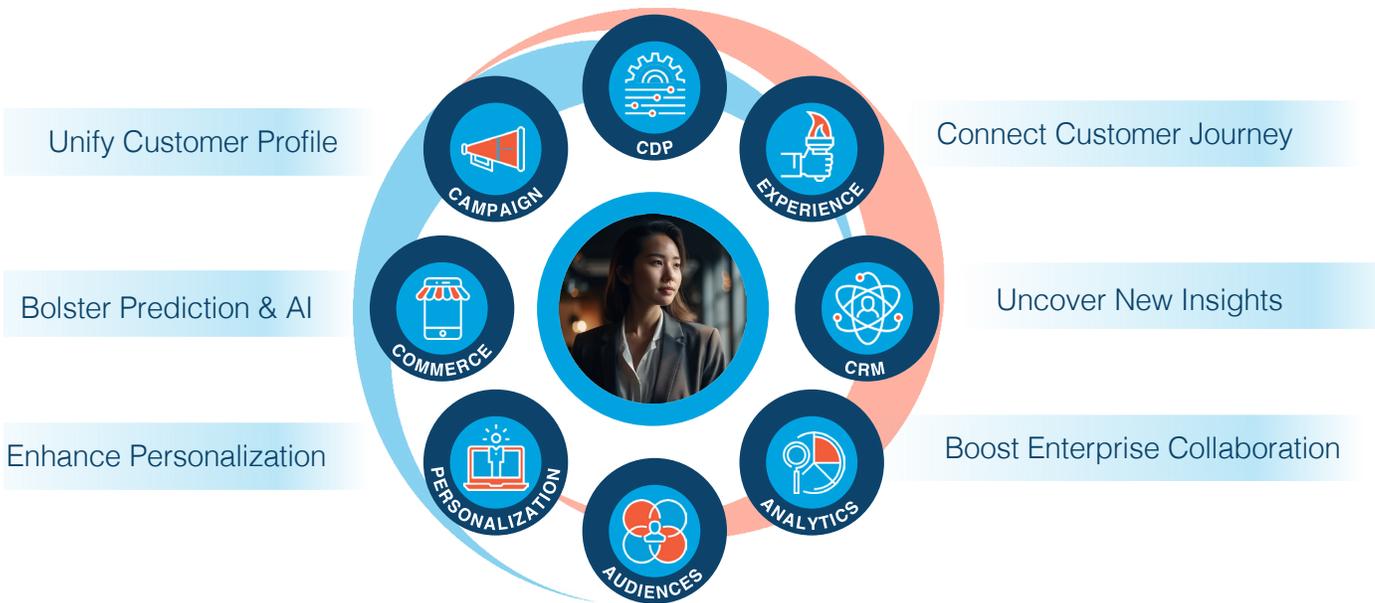# DATA-DRIVEN SOLUTIONS THAT ENABLE THE WORLD'S BEST MARKETERS

A POWERFUL COMBINATION OF ACXIOM'S DATA AND IDENTITY EXPERTISE WITH WORLD-CLASS TECHNOLOGY FROM DATABRICKS

REAL ID ELIMINATES INFORMATION SILOS

Unify Customer Profile

Bolster Prediction & AI

Enhance Personalization

CDP

CAMPAIGN

EXPERIENCE

COMMERCE

CRM

PERSONALIZATION

ANALYTICS

AUDIENCES

Connect Customer Journey

Uncover New Insights

Boost Enterprise Collaboration

INTRODUCING REAL ID IN DATABRICKS

Real ID in Databricks is your seamless solution for unlocking the power of your Databricks account! Now, you can effortlessly harness the full potential of your data by seamlessly integrating it with Acxiom's Real ID solution for identity resolution.

With our innovative platform, you have the freedom to securely send your data to Acxiom's Real ID API, enabling you to tap into a world of possibilities for identity management.

Whether you're looking to streamline data workflows, deduplicate and consolidate datasets or manage your identities over time, Real ID in Databricks empowers you to do it all with ease. Say goodbye to data silos and hello to a new era of data-driven innovation.

Unlock the true potential of your data with Real ID. Try it today and experience the difference for yourself.

USE CASES TO HARNESS THE POWER OF DATABRICKS + ACXIOM REAL ID

- **DEDUPLICATE AND CONSOLIDATE** You can eliminate duplicates and consolidate any dataset loaded into your Databricks account.

- **IDENTITY MANAGEMENT** You can utilize the self-service offering to bring together datasets across multiple sources in your Databricks account based on the Real ID.

Once you've obtained Real IDs, a whole world of possibilities open up, including data exploration and analytics, activation, and measurement through Acxiom's sophisticated data and identity systems.

Accepted inputs:

- Name + Address

- Name + Phone Number

- Name + Email Address

- Email Only (plain text, MD5, SHA256, SHA1)

- Phone Only (plain text, MD5, Sha256, Sha1)

Outputs include:

- Person Real ID: a Real ID that corresponds to a single, persistent individual

- Household Real ID: a Real ID that's assigned to all individuals within a family unit

- Place Real ID: a Real ID that references a physical dwelling and may include multiple households

- Person ID Score: the Person ID Score can be used to determine the marketability of each Real ID, allowing the flexibility to choose between precision and reach for different use cases

HOW IT WORKS

01
LOAD PII INTO YOUR DATABRICKS ACCOUNT

02
REQUEST THE REAL ID TILE FROM THE DATABRICKS MARKETPLACE

USING THE DATABRICKS NOTEBOOK, SECURELY TRANSMIT YOUR DATA VIA API TO ACXIOM FOR REAL ID PROCESSING

03
ACXIOM GENERATES REAL IDS

PLACES OUTPUT FILE IN CLIENT-OWNED S3 BUCKET

04
CREATE A DELTASHARE TO INCORPORATE YOUR REAL IDS BACK INTO YOUR DATABRICKS ACCOUNT FOR ALL YOUR IDENTITY MANAGEMENT NEEDS

ABOUT REAL ID

Acxiom Real ID™ synchronizes identity data used across the enterprise to allow brands to configure specific recognition rules, groups and global identifiers — unlocking easy-to-use functionality. By synthesizing and analyzing billions of customer transactions and interactions, both digitally and offline, Acxiom can empower brands to build and maintain first-party identity graphs to recognize real people and build deeper customer relationships across the full enterprise.

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 over 55 years, our teams across the US, UK, Germany, China, Poland, and Mexico have helped businesses optimize their marketing and advertising investments while prioritizing customer privacy. Discover more at Acxiom.com, where marketing is made better.

FOR MORE INFORMATION
about our solutions, visit acxiom.com/identity
or contact us at info@acxiom.com.

REAL iD

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