

ACXIOM MARKET SIGNALS

REACH CONSUMERS AS THEY TURN INTEREST INTO INTENT

Acxiom Market Signals represent a combination of location-based device data combined with Acxiom descriptive and predictive data to create audiences that show specific interests or in-market tendencies based on the consumers' actual visits to stores and dealerships and making purchases at specific stores or with specific brands.

ACXIOM MARKET SIGNALS CATEGORIES



Onsite Enthusiasts

Consumers seen at a given location more than two times within the past 30 days.



Mid-stream Journeymen

Consumers in the purchase process based on offline location data and online search or purchase data.



Actively In Market

Consumers deemed to be in-market based on actual visits to locations to shop for big-ticket items such as a new vehicle.



Serious Shoppers

Highly-interested consumers based on actual visits to retail locations.

EXAMPLES OF ACXIOM MARKET SIGNALS IN ACTION:



An advertiser could pull a custom segment of Enthusiasts for Eyewear who are between 30-40 years old with a household income of \$60,000-\$100,000 and distribute to leading publishers and platforms to drive in-store traffic or online sales



An advertiser could select consumers actively in market to purchase a specific brand of vehicle in a matter of days from the time of a visit to a dealership—with options to customize the audience based on attributes such as age, income, and location. Appropriate, timely messaging can then be delivered directly to these consumers.

Benefits of using Acxiom Market Signals:

- Reach audiences within a week of when the visit to the location occurred
- Gain insights into consumers who actively shop at retail stores for specific brands or for competitors' products
- Narrow your focus to consumers in-market for big-ticket items
- Deliver better personalization of offers
- Make more timely connections with marketable adults across offline and online channels

WHY ACXIOM AUDIENCES



FOR MORE INFORMATION

about our solutions, visit acxiom.com/data or contact us at info@acxiom.com.