Acxiom Data Guru

Expert digital audience recommendations and distributions at your fingertips

Who is the Data Guru team?

Data Guru is a team of Acxiom third-party data strategists ready and able to provide white-glove service and help platforms and agencies reach the right audiences to increase the success of their campaigns. With more than 11,000 audience segments to work with, the Data Guru team will help you reach the best possible audiences.

How the Data Guru team can help you:

- Deliver Acxiom audience recommendations
- Provide fast, free answers to questions about Acxiom data
- Create custom audiences or use pre-built audiences
- Distribute custom Acxiom audiences to any platform
- Assist with finding taxonomized Acxiom data in platforms

Interested?

It's easy to engage

just email: **dataguru@acxiom.com**

More ways we can help:

PRE-PLANNING AND NEW BUSINESS PITCHES

- Global recommendations, feasibility, and scale across our extensive network of programmatic, social platforms, and publishers.
- Omnichannel campaigns, third-party audiences with projected reach.

TRAINING

- Deep dives into data sourcing and use of Acxiom tools.
- Thought leadership, best practices, remote, and in-person workshops.

DATA STEWARDSHIP

- Ethical data stewards with annual certifications.
- Best-in-class data handling and privacy protections.

VERTICAL EXPERTISE

- Deep industry-specific knowledge.
- Experience with advertisers of all sizes from major brands to start-ups.

LOOK-ALIKE MODEL CREATION

- Extend first-party audiences for reach and scale with Acxiom's automated process.
- Typical turnaround is 10 days from creation to distribution to the platform of choice.

Getting started

Simply fill out our **form** or contact us via email:

United States
DataGuru@acxiom.com

United Kingdom
DataGuru_UK@acxiom.com

Germany
DataGuru_DE@acxiom.com

ACXIOM

To learn more about Data Guru and Acxiom products, visit **www.acxiom.com/data-guru**

©2025 Acxiom LLC. All rights reserved. Acxiom is a registered trademark of Acxiom LLC.

AC-2257-24 02/25