

The Premier Source for **Customer Acquisition**

Acxiom Audiences Consumer List helps people find their brands and help brands grow through finding people at their best address with their best name representation and identifies specific patterns and customer journeys. It is designed to target new prospects with demographic, homeowner, financial, health-related, buying behavior and interest deterministic and probabilistic data.

The list provides a range of economic activity, marketability, and deliverability to help marketers better understand customers and target them effectively. When reached at the right time, Consumer List provides a direct opportunity to connect with real people through powerful insights.



260 million marketable customers for selection



180 million households at **117 million** addresses

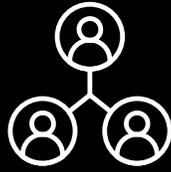


Data is **multi-sourced** with monthly updates



Proprietary logic determines **most accurate** and **deliverable** address

360° Customer Intelligence...



...understand needs, wants & preferences

How Consumer List Works

Consumer List includes 260 million marketable adults and more than 180 million households, representing groups of people that make collective purchasing decisions. The list is multi-sourced, including county recorder and tax assessor files, telephone directories, online and self-reported sources. It is updated monthly to ensure marketers can leverage fresh, accurate and actionable customer-powered intelligence.

Consumer List is designed to facilitate:

Prospect acquisition

Direct mail campaigns

Modeling of consumer data

How Consumer List Helps

Consumer List is the leading source of marketable names and addresses for both online and offline customer acquisition. Marketers can deliver exceptional experiences personalized to people's needs and wants. Utilizing proprietary logic, Consumer List determines the best address optimizing postal deliverability. Thousands of demographics, lifestyle and interest attributes can be appended to this list to empower users to segment, analyze and model customer data.

Increase the **accuracy** and **predictive power** of marketing efforts, improve response rates, and reduce marketing costs.



INSIGHTS & TOUCHPOINTS
CONSUMER LIST

Availability

Get direct access to Consumer List via ListDirect or through weekly, monthly, or quarterly installments. Check with your Acxiom data consultant for more information.

Data availability may vary by specific element and market

Volume and subscription discounts are available

To learn more, contact us at info@acxiom.com or visit acxiom.com.