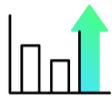# ACXIOM

Recognize 2x More Site Visitors

Make us prove it with a free digital recognition test.

Up to 95% of website visitors aren't recognized, preventing brands from delivering the curated experiences people expect. Your website is the front door to your brand, and visitors want to feel welcomed. Nearly half will leave in the first 10 seconds if they don't feel the love, negatively impacting your bounce and conversion rates while reducing the value of all your efforts to drive the right people to your website.

But what if you could double your recognition rates?

That could mean tangible benefits including:

Up to 25%
increase in basket size

Up to +49%
more purchases

Millions
more in revenue

How It Works: Free Digital Recognition Test with Results in 7 Days

YOU SHARE	WE SHARE
IP Addresses from the last two weeks to a secure environment	**Recognition rates** **Visitor Insights**

We're confident because we've done it before.

- Our approach to identity is different: Our foundation is built on direct first-party connections, not cookies.

- We've done it repeatedly across industries including increasing a CPG's site visitor recognition to 82% and a specialty retailer's recognition rate to 70%.

91% of people want to receive personalized engagements (Accenture)

42% of people will leave your website in the first 10 seconds

3.3% is the average personalization rate across industries

10–25% lift in sales for brands that know their customers (McKinsey)

40% lift in conversion rates for brands that know their customers (McKinsey)

Start your free site recognition rate test today. Email us at info@acxiom.com

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