

Multi-Touch Email Acquisition

Delivering maximum reach and improved ROI



Email is a proven channel to build awareness and acquire new customers. Are you using it to its full advantage? Engage your best audience in a crowded and noisy marketplace by leveraging email acquisition as a critical component of your multi-channel marketing mix.

What is Multi-Touch Email Acquisition?

Axiom provides full-service email acquisition programs that enable you to effectively reach your prospect audience. Tap into a universe of 620 million permissioned email addresses. More reach equals more opportunity. With your marketing goals driving the strategy, we help you build a customized audience and successfully deliver emails to inboxes as well as to other channels to amplify your messages. Our test-and-learn methodology along with post-campaign conversion analysis lets us continually refine and optimize your campaigns.

Our performance engine and thousands of audience selection criteria ensure you can define your best audience across our multiple premium email service partners to:



Acquire

new customers and rekindle relationships with disengaged customers



Engage

people via email who are not discoverable in the digital ecosystem



Reach

prospect audiences with offers of credit via email
(requires credit bureau relationship)



Introduce

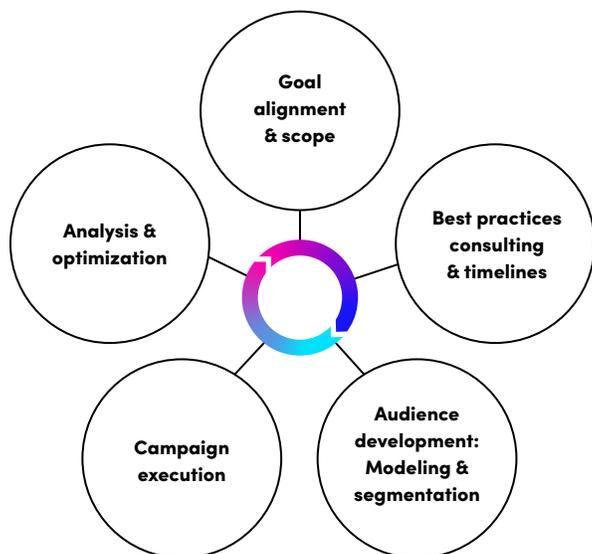
new or niche products

Driving real results

WIRELESS PROVIDER	TRACTOR MANUFACTURER	AUTO	CREDIT CARD
5 to 1 return on spend	\$66 for every \$1 spent on focused email acquisition	207% incremental return on ad spend	15% increase in response rates for email + direct mail <small>(over direct mail alone)</small>

How it works

Acxiom's experienced email strategists help you adjust campaigns dynamically to match campaign objectives and reach your goals with the package that's right for your business.



OFFERINGS

1 Standard

Volume: Deploy 2 million emails per year*

Services:

- Audience Recommendations: Basic segmentation based on demographics & interests
- Deployment: Standard email deployment
- Analytics & Optimization: Monthly performance reports with basic metrics

2 Advanced

Volume: Deploy 5 million emails per year*

Services:

- Audience Recommendations: Advanced segmentation with behavioral insights
- Deployment: Enhanced deployment strategies, including test & learn
- Analytics & Optimization: Bi-weekly performance reports with detailed metrics & insights

3 Premium

Volume: Deploy 12 million emails per year*

Services:

- Audience Recommendations: Comprehensive audience profiling and predictive analytics
- Deployment: Deployment with personalized content strategies
- Analytics & Optimization: Dashboard with advanced/real-time metrics & KPIs; Bi-weekly performance reports with detailed metrics & insights

*Each person receives two touches per email campaign.

Additional services available: Creative services, Prescreen Credit Presentment, ongoing deep-dive analytics, and media planning. Priced separately based on scope.

Acxiom's Multi-Touch Email Acquisition solution helps you:

- Streamline campaign planning and activation through one point of contact
- Reach more inboxes and achieve higher conversions
- Segment audiences for extensive testing and optimization
- Reach the same audience across multiple channels to boost performance
- Perform ongoing analysis and campaign optimization

To learn more, visit acxiom.com or email info@acxiom.com.