

NEXT-GENERATION ANALYTIC SERVICES

Improve decision quality and speed for business growth

A focus on delivering outcomes

Our data and tech-led approach helps brands take action more intelligently, while our operational excellence helps brands successfully embrace innovative new tools and methodologies. With access to Interact, our centralized, AI-fueled platform, Acxiom's analytics experts can help brands accelerate the evolution and optimization of their acquisition, retention and growth strategies.

ACQUISITION

Using first-party data and thousands of third-party predictive attributes

RETENTION & EXTENSION

Understanding customers better to drive loyalty and growth

PERSONA CREATION

Developing insights to power creative and media strategies

SEGMENTATION

Building and prioritizing segments aligned to business goals

PREDICTIVE MODELING

Determining what customers need and when they need it most (machine learning/artificial intelligence)

MARKETING EFFICIENCY

Avoiding marketing waste and modeling optimal future spending

MEASUREMENT

Tying conversions back to real people and optimizing publisher strategies (marketing mix modeling/multi-touch attribution)

EXPERIMENTATION

Move from guessing to knowing by better understanding causality

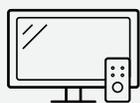
TEST & LEARN

Exploring new ideas with flexible testing models to provide directional insights



Cross-channel marketing measurement with Real ID

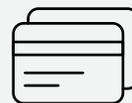
Acxiom's Real ID is embedded in the adtech and martech ecosystems as well as all major marketing clouds, making measurement more accurate, scalable, and efficient, thereby reducing friction across campaign planning, activation and overall data flows.



51%

LIFT IN CONVERSIONS

from a retailer's TV campaign



\$75M

IN INCREMENTAL REVENUE RECOVERED

by reactivating lapsed card holders



15%

SAVINGS IN MARKETING SPEND

using multi-touch attribution



\$40M

INCREASE

in addressable market size

Learn more about how we deliver **data-fueled intelligence and exceptional brand value** in an ever-evolving landscape. Reach out to chat with an expert at info@acxiom.com