

STOP FRAGMENTATION. BUILD TRUST AND INFLUENCE.

# Acxiom Identity Solutions – Powered by Real ID

In today's environment, data and identity are no longer just marketing capabilities. They are enterprise infrastructure. Growth is now constrained by fragmentation – closed platforms, inconsistent signals, and rapidly accelerating AI. The brands that win will not simply optimize campaigns. They will build identity architectures that connect performance across the entire ecosystem.

## CHALLENGES WE SOLVE

When identity is wrong, customer experience and marketing performance suffer.

Acxiom empowers brands to:

### UNIFY CUSTOMER PROFILES

Create a 360° view by resolving data  
identity across all data sources

### DELIVER PERSONALIZATION AT SCALE

Clean, connect, and enrich  
fragmented data across silos

### REACH THE RIGHT AUDIENCE

Turn rapidly evolving consumer  
signals into intelligence

### ELEVATE CUSTOMER EXPERIENCES

Engage effectively  
across touch points

## WHY ACXIOM'S IDENTITY SOLUTIONS

Suite of connected data and identity capabilities. Built to meet brands where they are, delivering flexibility and scale to grow with them.



Unrivaled accuracy  
& identity expertise



Innovative  
digital identity



Enterprise-owned,  
interoperable identity



Integrates seamlessly with  
your existing tech stack



Trusted, privacy-  
first foundation

## KEY BENEFITS

PERSONALIZE & REACH

5%

more marketable people uncovered  
after over- consolidations corrected

ACCELERATE ACQUISITION

44%

increase in booked accounts

INCREASE OF ROI IN  
TECH INVESTMENTS

45%+

increase in revenue per visitor

MEASURE & OPTIMIZE  
MEDIA SPEND

1.7X

more loyalty members reached

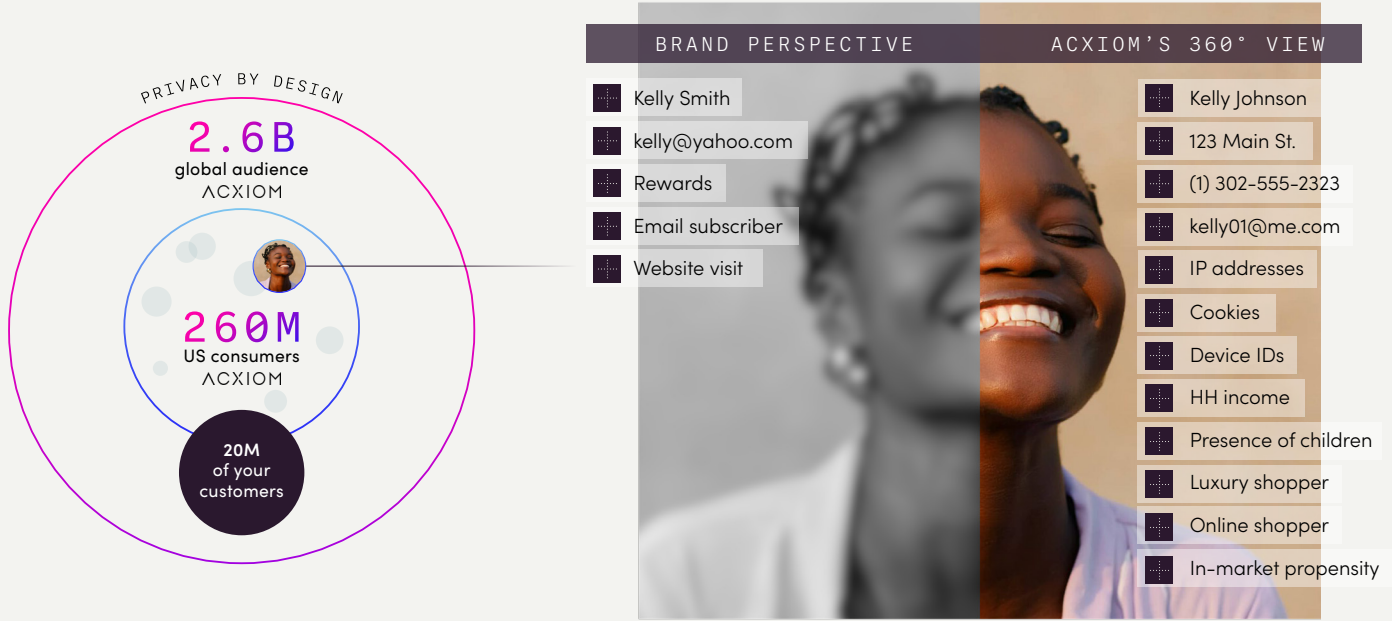
RECOGNIZE  
UNAUTHENTICATED VISITORS

10%

increase in site conversions

# REAL ID CREATES A UNIFIED VIEW OF YOUR CUSTOMERS

One privacy-safe 360° view connects devices, households, actions, and intent across all channels and platforms.



## MAXIMIZE YOUR DATA AND TECH INVESTMENTS

Interoperable with leading tech platforms

### ADTECH

- Meta
- Vizio
- Viant
- Ampersand
- Samsung
- Amazon Advertising
- Google
- The Trade Desk
- Yahoo!
- LG Ad Solutions
- NBCUniversal
- Magnite
- DeepIntent
- Cadent
- TransUnion
- LiveRamp
- OpenAP
- Beeswax

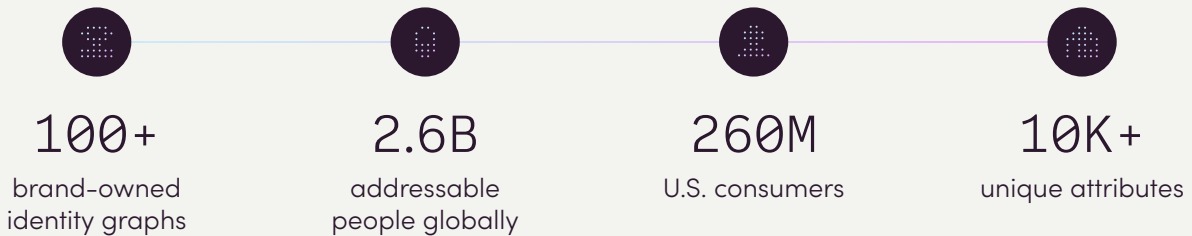
### MARTECH

- Salesforce
- Adobe
- Treasure Data
- Braze
- ActionIQ
- Pega

### CLOUD & ENTERPRISE TECH

- Snowflake
- Google Cloud
- Databricks
- Amazon Web Services
- Microsoft Azure

## DATA & IDENTITY SCALE



Request a free identity health assessment to understand how you can improve the value of your customer data.

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