Acxiom Audience Propensities

Essential purchase propensities, tuned to your industry, pre-built and ready to go.

Overview

Much of advertising and marketing is mistimed, misplaced, and mis-messaged. Even the best ideas and strategies become handicapped by disconnected and incomplete customer information. Worse yet, often this information centers mostly on what happened, not what customers are likely to buy, or likely methods to research their purchases, or what most likely really matters to them in their lives.

That changes today with Acxiom Audience Propensities, the industry's most comprehensive catalog of prepackaged propensity models. With statistical confidence, Audience Propensities help you predict the answer to the most important marketing questions:

- What is important to people in their life?

- Who has affinity for my brand?

- What is the overall spending potential?

- Who is likely to purchase my product category?

- What media types are likely to be used to research?

- What channels are likely to be shopped?

- Who is in market now?

What are Audience Propensities?

Acxiom's Audience Propensities are a comprehensive suite of integrated scores designed to predict consumer behavior, as well as product and brand affinities. Thousands of pre-built, propensity model scores are available for immediate use, requiring little configuration. They provide rich insights into a consumer's likelihood to respond, convert and remain loyal, as well as preferences for certain channels. Audience Propensities are vertically focused and have been developed with industry-specific, syndicated data from leading data providers. They are particularly effective when immediate availability, cost efficiency and ROI are critical factors.

Audience Propensities address the most important marketing challenges:

Improve acquisition programs. Audience Propensities help you execute smarter acquisition programs. Imagine more effectively reaching customers already in tune with your brand: not only is less media spend required, less discounting is required to spark their interest.

Increase customer value. Audience Propensities help you identify customers who are likely to spend more and stay longer, thereby increasing overall customer value. Or use attitude propensities to tune messaging for lifecycle marketing programs or to even develop new products and services.

Enhance Media Mix Optimization. Despite the advance of incredible science and compelling visualization tools, most traditional MMO efforts fail. Audience Propensities for media consumption, shopping behavior and category potential make your MMO initiatives more grounded in what customers are actually likely to do.

The predictions that matter

Why Audience Propensities are better

Higher Accuracy. Better Data. Acxiom Audience Propensities are built using a proprietary blend of demographic, transactional, media behavior, purchase intent, and attitudinal indicators. Rooted in multidimensional insight utilizing a host of unique syndicated data partner relationships, Acxiom's models are superior to other approaches that rely on a single attribute or attitudinal indicator.

Industry tuned. Acxiom's thousands of Audience Propensities are customized to address the nuances across a wide variety of industries:

- Automotive
- CPG/retail
- Insurance
- Payment cards/retail banking

- Telecom
- Investment services
- Travel/entertainment

- Media/publishing
- Technology
- Education/non-profit

Pre-built and ready to go. In most instances, there's no need to create custom models and often, a pre-built model is more effective. Our broad catalog of propensities enable immediate use while eliminating costs associated with the data sourcing, model development and ongoing maintenance of other options. And with a catalogue of thousands of Audience Propensities (and growing), chances are very good that there's a pre-built model to meet your specific needs.

Audience Propensities: How do they work?

Acxiom Audience Propensities are developed using multi-dimensional sources. They incorporate consumer behavioral, 3rd party transactional, response and other types of data to model purchase propensities, brand affinities, in-market timing and shopping channel preference. Advanced analytical algorithms are applied, creating a model score that rates the probability of a specified action and/or affinity. Model scores predict the likelihood of consumers to respond to particular messages and offers or determine the likelihood of a customer to spend a certain amount over the course of their relationship with a brand.

Delivering results

Acxiom Audience Propensities help organizations more effectively market, drive higher customer profitability, and achieve better overall margins.

Case In Point: Improved acquisition performance

A national department store chain sought to identify, target and effectively communicate to their competitor's customers in order to convert market share. Audience Propensities based on 3rd party credit card transactions, syndicated primary research, and geo-demographic data were used to create a "Seasonal Conquest Model" were deployed during the Back To School and Holiday shopping seasons.

Results:

- up to 8.7x lift

- 50% lift in average purchase

- up to 250% ROI

Case In Point: Increased customer value

A multinational financial services company was experiencing 21% higher attrition despite an equal or greater marketing spend than its competition. Incorporating Acxiom Audience Propensities to better identify and retain best customers, the company prioritized cross-sell and retention initiatives proportionally to predicted customer value.

Results:

- $186MM increase in net profit over 3 years

- 24.3% reduction in customer attrition

About Acxiom

Acxiom is a recognized leader in marketing services and technology that enable marketers to successfully manage audiences, personalize consumer experiences and create profitable customer relationships. Our superior industry-focused, consultative approach combines consumer data and analytics, databases, data integration and consulting solutions for personalized, multichannel marketing strategies. Acxiom leverages over 40 years of experience in data management to deliver high-performance, highly secure, reliable information management services. Founded in 1969, Acxiom is headquartered in Little Rock, Arkansas, USA, and serves clients around the world from locations in the United States, Europe, Asia-Pacific and South America. For more information about Acxiom, visit Acxiom.com.

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