ACXIOM DATA:
Unparalleled Global Consumer Insights

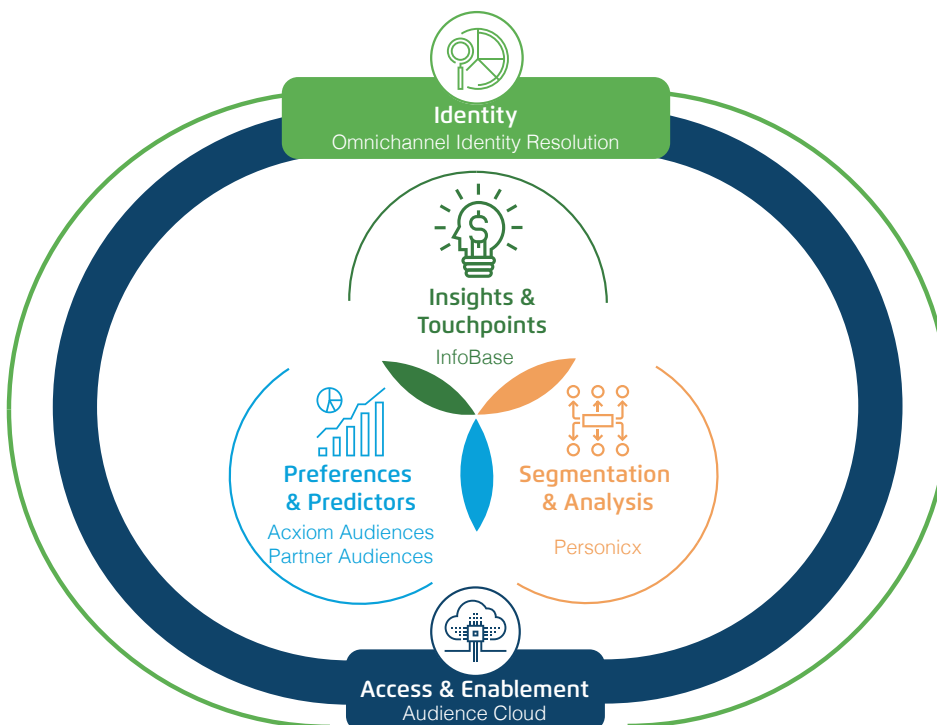# Understand and Engage Consumers Everywhere by Leveraging the World's Best Data

acxiom®

Marketers looking to deliver exceptional experiences need exceptional insights and data. Exceptional data provides the window into truly knowing and understanding audience needs, wants and preferences.

- Engage Audiences Across Digital and Offline Channels
- Enhance Understanding of Audiences
- Power More Relevant Engagement and Experiences
- Enable Acquisition, Upsell & Cross-Sell and Retention Efforts
- Build Long-Term Loyalty and Value
- Fuel More Robust Analysis & Predictive Analytics

Acxiom provides the **most comprehensive, global suite of consumer insights** in the market, harnessing data about real people across the most sources of data to power audience targeting and people-based marketing.

Acxiom's consumer data and insights illuminate all marketable consumers and enable brands to engage and personalize experiences across digital and offline channels. **Whether leveraging data for understanding audiences, building digital and offline lists, isolating contact touchpoint data or appending insights to known or anonymous audiences**, Acxiom's broad suite of offerings helps brands succeed.

Acxiom Consumer Data

Identity
Omnichannel Identity Resolution

Insights & Touchpoints
InfoBase

Preferences & Predictors
Acxiom Audiences
Partner Audiences

Segmentation & Analysis
Personicx

Access & Enablement
Audience Cloud

With more than 45 years of data expertise, Acxiom has perfected the process to ingest, clean, match and enhance omnichannel datasets at scale in a privacy-compliant way.

Our broad portfolio of offerings enable people-based engagements everywhere across a wide spectrum of use cases, from simple to very sophisticated. Acxiom's full scope of data and insights covers the globe with reach of **2.5 billion addressable consumers across APAC, EMEA and the Americas overall**.

US DATA SOLUTIONS

INSIGHTS & TOUCHPOINTS

The most accurate and powerful third party descriptive & touchpoint data on 250 million addressable consumers to enhance and reach U.S. audiences.

INFOBASE® is the largest collection of U.S. consumer information available in one source. InfoBase provides the most accurate and comprehensive consumer insights and data with more than 1,500 attributes representing 100% of marketable U.S. consumers and households. It offers unprecedented detail, accuracy and coverage, combined with more tools and features to help brands get the most out of their data.

Increases the accuracy and predictive power of marketing efforts

Improves response rates

Reduces marketing costs

Consumer Insights
Leverage InfoBase Enhancement to append consumer descriptive data and InfoBase Suppression to honor consumer choice and industry-mandated opt outs and identify suppression audiences such as minors or deceased for more accurate audience analysis, insights, and targeting.

Geospatial Insights
Use InfoBase Geospatial Data to power location analysis, market-level research, planning, and execution of successful marketing campaigns.

Lists
Leverage InfoBase Consumer Lists, the premier source of marketable names and addresses for digital and offline customer acquisition in the U.S including Real Property Lists, New Borrowers, New Homeowners, New Movers, and more.

Touchpoint Data
Access the world's most accurate and powerful touchpoint data via InfoBase Mobile & Phone and InfoBase Email for current email, telephone and address information to support omnichannel engagement.

EXAMPLE INFOBASE AUDIENCE DATA ELEMENTS:

INDIVIDUAL DEMOGRAPHICS:	HOUSEHOLD CHARACTERISTICS:	FINANCIAL:	LIFE EVENTS:
age, gender, ethnicity, education, occupation	household size, number/ages of children	income ranges, net worth, economic stability	marriage/divorce, birth of children, home purchase, moves
INTERESTS:	BUYING ACTIVITIES:	BEHAVIOR:	MAJOR PURCHASES:
sports, leisure activities, family, pets, entertainment	products bought, method of payment	community involvement, causes, gaming	travel, automotive, real property, technology

PREFERENCES & PREDICTORS

Premier audience insights that combine unique behavioral data sources with powerful predictive analytics for actionable targeting and messaging.

Acxiom Predictive Audiences

Acxiom Audience PROPENSITIES® are market leading behavioral and attitudinal indicators based on known, actionable information and tied to shopping intent, attitudinal data, media behavior, etc., to accurately predict brand affinity and preferences, in-market interests and timing, and media viewing habits. **Thousands of prebuilt propensity models from both Acxiom and trusted partners 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 designed to address the **distinct nuances of a wide range of industries**. Rooted in multidimensional insights from syndicated data partner relationships, Acxiom's models are superior to other approaches that rely on a single attribute or attitudinal indicator. With statistical confidence, Audience Propensities help predict answers to the most important marketing questions:

? Who has affinity for my brand?

? Which channels and products are likely to be shopped?

? Who is in the market now?

ACXIOM AUDIENCE PROPENSITIES INCLUDE:

Over 3,500 prebuilt audience predictors

300+ Automotive industry propensities including brand affinities, accessories, and packages

500+ CPG propensities including consumable food & beverage preferences, pet products & beauty supplies.

200+ Insurance propensities including brand preference for auto, property, life and health and channel propensities

200+ Investment Services attributes including assets, retirement savings and affinity for investing

900+ Retail propensities including purchase behavior, shopping propensities and brand affinities

150+ Technology category propensities including mobile wallet interests, consumer electronics brand affinities, wearables attitudes and behavior and media usage

Partner Predictive Audiences

Acxiom Partner Predictive Audiences unlock data driven marketing opportunities by providing uniquely insightful behavioral and attitudinal indicators developed in partnership with select data providers. These solutions provide deep "always on" access to current behavioral and attitudinal data including product-level purchasing, retail spend, content consumption across channels, interests and lifestyles for brands seeking to fine tune their people-based engagements. Omnichannel partner audiences are built leveraging Acxiom's leading Identity Graph combined with Acxiom's InfoBase data, offering a powerful predictive data foundation that results in actionable insights to drive marketing engagement strategy and messaging.

A Few of Our Partner Audience Offerings

Travel, hotel, entertainment, and retail spend behavioral insights

Health and wellness behavioral and attitudinal insights

Mobile app and attitudinal insights

Linear TV and OTT viewership insights

Motivational insights

Mobile device location and location context insights

Content consumption and social sharing insights

Restaurant dining behavioral insights

Acxiom's *privacy-by-design data processing approach* uses the Acxiom Safe Haven® framework for partner audience creation services to ensure ethical use of data in our product development.

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SEGMENTATION & ANALYSIS

Market leading multi-dimensional consumer segmentation solutions for consumer analysis, personalization and engagement.

PERSONICX® is a syndicated segmentation and visualization suite available with global reach. While the flagship Consumer Lifestage system is fine-tuned by country for optimal performance, the U.S. version leverages key demographics to group households with similar consumer behaviors into one of 70 segments within 21 life-stage groups. The expansive U.S. suite includes five specialized systems centered on key use cases:

CONSUMER LIFESTAGE	DIGITAL BEHAVIOR	FINANCIAL BEHAVIOR	INSURANCE BEHAVIOR	HISPANIC ETHNICITY & ACCULTURATION

Whether used alone or together, all systems allow marketers to organize customers and prospects based on their demographics, socio-economics and essential buying behaviors to support key use cases:

- Customer segmentation for executing effective marketing strategy and tactics
- Robust audience portrait creation for deeper understanding of consumers and their likely in-market behaviors
- Omnichannel audience definition and targeting for coordinated acquisition, upsell & cross-sell, and retention programs across digital and offline platforms
- Creation of more relevant messages, content and customer experiences

Only Personicx is built from the most accurate and complete data available at the actual household and individual level. All systems are linked to globally renowned syndicated survey sources, providing rich insights into thousands of attitudes, interests and behaviors without the expense of conducting your own primary research. The Personicx advantage provides marketers with the greatest differentiation and predictive power for segmenting consumers. Bring in your own customer data for customized segments, and you'll have unprecedented multidimensional insights for an undeniable competitive advantage in the marketplace.

ACCESS & ENABLEMENT

Powerful data enablement platforms to build, deliver and connect audience data anywhere across digital and offline channels.

AUDIENCE CLOUD

Acxiom Audience Cloud is an industry first. It is a web-based, self-service tool that makes it easy to search and access vital third-party consumer data to expertly build, size, and segment custom audiences using demographic and predictive data. It then enables the rapid distribution of these audiences to all the top publishers, social networks, and programmatic platforms in a completely privacy-compliant way.

First of Its Kind Cross-Channel Audience Management Tool	Access Acxiom's 45+ years of data and identity resolution expertise in a completely self-serve way. It's so efficient that audiences can be developed, analyzed and ready to distribute digitally or offline in less than an hour.
Hyper-Targeted Audiences On-Demand	Use Audience Cloud's highly intuitive dashboard to establish and manage finely tuned audiences with ease. Get real-time counts. Use details to refine counts based on relevancy and specificity. Improve results.
A Massive Ecosystem of Audience Integrations	Distribute to more than 500 partners to activate your audiences across the most online channels at the touch of a button – with new integrations added regularly through the LiveRamp Data Store.

Acxiom's Data Services API offers plug and play API providing direct, real-time access to Acxiom Identity Resolution and third-party data for integration into marketing and other technology platforms.

GLOBAL DATA SOLUTIONS

Acxiom enables the world's most recognizable brands with data and identity solutions that accurately identify, reach and engage customers across APAC, EMEA, and the Americas.

DATA SERVICES

Whether pulling a digital or offline audience list or appending data to known or anonymous audiences using mobile ID, or IP address, Acxiom delivers rich insights across the full consumer data spectrum. Acxiom's deep expertise in data quality, managing postal addresses, appending data and providing consumer lists means marketers can confidently continue to include direct mail in their overall marketing strategies as well as activate audiences digitally across the digital ecosystem.

ANALYTIC SERVICES

Acxiom's team of advanced-degree data scientists focuses on the creative use of advanced analytic techniques to develop innovative data assets and insight solutions intended for the entire marketing ecosystem at scale.

Evaluate, integrate, and curate the world's data to unlock actionable insight

- Use data discovery to identify relevant opportunities and inform overall business strategy
- Develop proprietary data assets for scalable application across industries and channels

Collaborate with clients and partners to extract value from data

- Design and implement solutions that support your business strategy
- Create insights and monetization opportunities

Provide strategic decision support throughout the entire business insight lifecycle

- Evangelize people-based audience investment & media optimization
- Produce omnichannel pre-campaign & post-campaign measurement solutions

WHY ACXIOM

ACCURACY
Most accurate omnichannel identity resolution

100% deterministic digital and offline matching

SCALE
Largest identity graph for omnichannel marketing

Broadest access to all the world's data

TRUST
Largest data governance and ethics program

Most advanced Safe Haven data environments

SERVICE
Exceptional service delivery and client retention

99% of distributions are within SLA targets

TO LEARN MORE about Acxiom Global Data please visit us at **www.acxiom.com** or email us at **info@acxiom.com**

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