



# Acxiom Data Catalog

## for Audience Creation and Analytics



acxiom®



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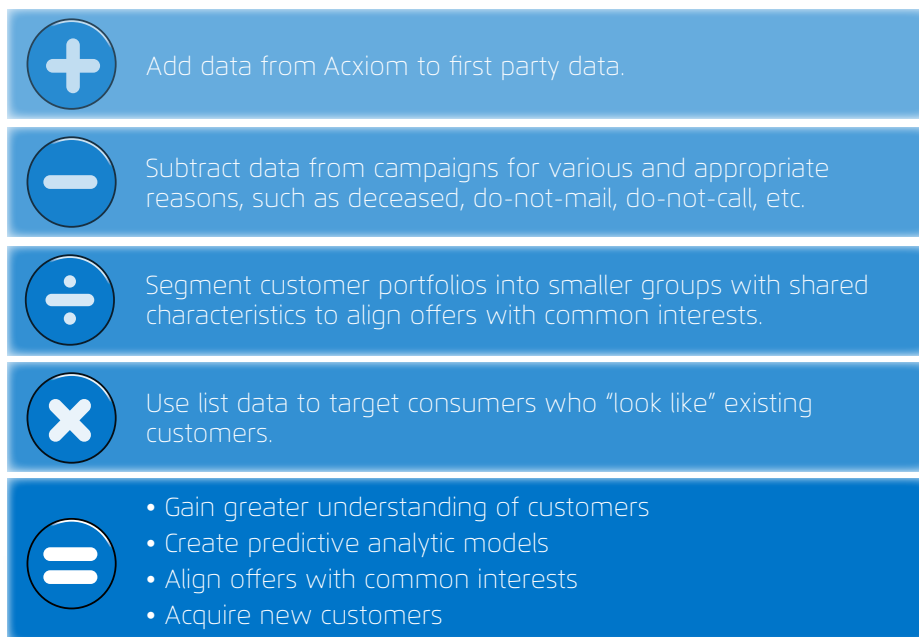
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## Consumer Insights

Acxiom focuses on creating the best possible insights across the most sources of data, effectively harnessing big data on real consumers for recognition, targeting and measurement. Our secret sauce is how well we can ingest, clean, match and enhance diverse data sets at scale in a privacy-compliant way.

Many companies create composite views and project behaviors across millions of cookies. But Acxiom compiles insights on consumers, not just cookies.

Acxiom's consumer data and insights cover over 162 million U.S. households with a plethora of descriptive and predictive attributes. We recognize virtually all marketable consumers in the U.S. and match them in a way that's privacy-compliant. Armed with the most accurate, comprehensive, data available anywhere, advertisers can better understand their best customers and find more like them, whether it's online, by mail, email or phone.



## Leading in the Ethical Use of Data and Security

Acxiom is a pioneer and leader in protecting consumer privacy through compliance, ethical relationships, awareness, education, accuracy and security as well as consumer notice, access and choice. Acxiom appointed the industry's first Chief Privacy Officer and continues to lead data protection and privacy through industry associations and at all levels of government.

Acxiom has the right expertise, product investment and technology focus to connect audiences across different data sets, channels, devices and applications. We do this better than anyone else in the world.





## **InfoBase**—Comprehensive U.S. consumer information to enable faster, smarter marketing decisions.

Acxiom's InfoBase gives marketers the customer and prospect information to make smarter, faster marketing decisions. With the most accurate, comprehensive, up-to-the-minute data available anywhere, marketers can better understand their best customers — and find more like them, whether it's online via social media, by mail, email or phone. The same great data that has powered "offline" targeted marketing efforts for decades can also be used online, while protecting consumer privacy and anonymity.

Acxiom has always recognized the strategic importance of data. We also understand that as consumers and businesses move away from traditional direct mail and mass advertising in favor of a strategy that integrates traditional channels and online approaches, successful direct marketing requires new types of data — including relationships, social and online behavior — and an even greater accuracy and granularity than ever before.

InfoBase offers unprecedented detail, accuracy and coverage, combined with more tools and features that help our clients get the most out of their data. InfoBase increases the accuracy and predictive power of marketing efforts, improves response rates and reduces marketing costs. Acxiom's InfoBase can help enhance and analyze your customer data to identify more selling and retention opportunities. We also fill in the gaps in customer contact information by providing current email, telephone and address information.

**InfoBase Enhancement** — the leading consumer data-append product, InfoBase Enhancement supplies consumer descriptive data for use in analytic, segmentation and targeting applications. Hundreds of demographic, homeowner, buying behavior, financial, vehicle and interest elements enable you to segment, analyze and model consumer data, resulting in accurate targeting and more predictive modeling. With multiple data sources and sophisticated build logic, Enhancement is the most complete, comprehensive and accurate source of consumer data available.

**InfoBase Consumer Lists** — a comprehensive, multi-sourced line of acquisition solutions designed to help you effectively and efficiently target new prospects with hundreds of demographic, homeowner, buying behavior, financial, vehicle and interest selectors. InfoBase List products offer the freshest data and reliability, with frequent rebuilds and phone/suppression updates. Consumer Lists use AbiliTec® links and Acxiom cleansing processes to eliminate duplicates and increase your return on investment.

- **Consumer List\*** — the highest quality data, multi-verified by many different sources. Coverage of more than 239 million individuals and approximately 162 million households.
- **Real Property List\*** — homeowners compiled directly from county recorder and assessor files, not inferred homeowners from modeled data.
- **Hotlines\*** — includes new homeowners, new borrowers, new movers and pre-movers who are responsive prospects after recently experiencing a “defining event” that prompts new or changed purchase behavior.

**InfoBase Mobile and Phone** — is a comprehensive, multi-sourced telephone database comprised of more than 215 million telephone listings. It includes comprehensive data consisting of all publicly available consumer listings in the U.S., including a snapshot of all working U.S. telephone numbers as of two weeks prior. The service appends name, address and phone information to files, allowing further enhancement of contacts for more relevant targeting.

**InfoBase Suppression** — facilitates compliance with privacy regulations. Suppression improves direct marketing results and decreases fraud by eliminating undesirable or unresponsive individuals. It suppresses consumer records found on the FTC, state attorney general and DMA do-not-call files, as well as wireless phone numbers and email addresses. InfoBase Suppression improves direct mail campaigns by reducing the number of mail pieces and lowers fraud risk by removing prospects that are deceased, in prison or financially challenged.

\*The noted lists or elements are not available for online, digital advertising.

**InfoBase Email** — is used both for prospecting and customer loyalty or up-sell applications. It allows marketers to enhance their data files to facilitate communication via email. Clients can identify email addresses of customers or prospects, or they can find the name and postal address for the consumer from only an email address.

### InfoBase In-Market Alerts\*

Event-related alerts are processed and pushed to subscribers on a weekly or monthly basis as Acxiom receives them. They offer ground breaking depth of data across a variety of alerts and enable marketers to recognize:

- New audiences and existing customers who are most likely in-market for a product or service due to recent life changes, allowing marketing messages to align with the prospect's need or probable interest.
- Existing customers who are most likely in-market for a product or service due to recent life changes, allowing the client's marketing to align with the customer's need or probable interest.

In-Market offerings include Expectant Parent, New Parent, Newlywed and Newly Divorced.

### Acxiom Audience Transitions\*

Acxiom Audience Transitions is an extension of InfoBase that leverages historical information to track changes in spending velocity, family characteristics, real estate and other life stage measures for households in the U.S. dating back to January 2011. This enables marketers to recognize which customers and prospects are experiencing specific changes, an indication of what they are likely to be buying and how much they are likely to be spending.

With this data, we can know answers to questions like:

- Who had a change of address (into a bigger or smaller house, from rural to urban, etc.) and how many months since that move?
- Whose last change in income went higher or lower? When did that happen?
- Who is having more kids and whose kids are slowly leaving the nest?
- When each household became part of their current Personix cluster and which cluster they came from.

### InfoBase Family Ties\*

The InfoBase Family Ties suite of offerings provide the insight to help recognize family relationships that extend beyond traditional household boundaries so marketers can reach others who have an influence on, or a stake in, customers' or prospects' decisions. Family Ties can help:

- Reach customers' or prospects' most powerful influencers
- Prospect into highly responsive audiences that were previously untargetable
- Recognize previously unknown relationships within a customer base

Family Ties provides a logical grouping of family members within a client's customer database and is available via Enhancement and List.

\*The noted lists or elements are not available for online, digital advertising.





## Personicx—Audience definition made easy

Personicx is Acxiom's highly effective approach to outmarketing your competition. It is a consumer segmentation and visualization system that allows marketers to organize audiences based on their demographics and buying behaviors. Other companies offer consumer segmentation products. Most are generalized from ZIP codes or other geographies. Only the Personicx suite is built from the most accurate data available at the actual household level. Personalized and coordinated contact strategies are truly possible with Personicx.

Powered by Acxiom's InfoBase data, the Personicx suite includes:

- Personicx Lifestage is a powerful household-level segmentation system that places U.S. households into one of 70 segments based on similar demographic, socio-economic and consumer behavior.
- Personicx Digital is an online-centric, individual-level segmentation system that places U.S. individuals into one of 49 segments based on similar demographics and online behaviors.
- Personicx Financial is a new evolution segmentation system built from financial propensities, grouping households by similar propensities for financial behaviors, regardless of demographic characteristics.

- The 13 Personicx Lifestage Insurance Groups segment U.S. consumers by similar demographic and insurance tendencies. This segmentation system is based on the proven performance of Personicx Lifestage, providing a manageable number of segments for insights into insurance-related consumer behavior.
- Personicx Hispanic is a household-level consumer segmentation built exclusively for better marketing to the Hispanic market. Leveraging demographic, socio-economic, behavioral and acculturation factors, households are classified into one of 48 clusters.
- And, for neighborhood level analysis, Personicx Geo provides ground counts by cluster as well as a dominant cluster assignment for eight different geographic levels, ranging from ZIP™+4 to Block Group to DMA.

For in-depth analysis by cluster and groups, the Personicx leading-edge interactive visualization tool provides access to Personicx segmentations as well as Personicx-encoded consumer research for rich insights into the who, what, where, when and why of consumer behavior.

The Personicx suite allows you to better know — and anticipate — your customers' demographics and buying behaviors, conduct market analysis, plan customer acquisition strategies, and create cross-sell/up-sell and retention campaigns that are truly targeted, personalized and powerful.





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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 likely in market now?

A subset of Audience Propensities are included via InfoBase Enhancement as shown on the following pages, but a very broad array of Audience Propensities are available for the following industries. **Contact your account representative to receive a custom listing of propensities for your area of interest.**

- |                      |                          |
|----------------------|--------------------------|
| • Automotive         | • Investment Services    |
| • Communications     | • Media                  |
| • CPG                | • Non-Profit             |
| • Credit Card        | • Retail                 |
| • Financial Services | • Social Media           |
| • General            | • Travel & Entertainment |
| • Insurance          | • Technology             |

For example, an automotive manufacturer could use a combination of likely in market timing with a particular brand affinity to determine the best recipients for the model being promoted.

AP000001      In Market for a New Domestic Luxury Vehicle

AP000016      Affinity for a New Cadillac

### No matter the occasion we have your audience

With a blend of demographic and behavioral insights, Acxiom seasonal packages can tell you who is most likely to buy what your client is selling. Acxiom's targeted data segments allow placement of messaging right as ideal customers are ready to purchase for the seasonal event at hand.

We've got Flower Buyers vs. Jewelry Buyers for Valentine's Day. When it comes to Back to School, we can help you recognize likely Early Birds and Active Athletes. **Visit [acxiom.com/seasonal](https://www.acxiom.com/seasonal) for more information on all our seasonal packages.**

## Overall Indicators

Element # Element Name

9780	eMail Append Available Indicator
8639	InfoBase Positive Match Indicator
8640	Number of Sources
9100	Overall Match Indicator
9557	Suppression-Mail-DMA

## Demographic

### Age

Element # Element Name

7600	Adult Age Ranges Present in Household-100% <i>Includes a model to extend coverage to 100%-Level indicators are included. (also available w/o model fill-in)</i>
7616	Age in Two-Year Increments-1st Individual-100% <i>Includes a model to extend coverage to 100%-Level indicators are included. (also available w/o model fill-in)</i>
8626	Age in Two-Year Increments-Input Individual <i>(additional HH members available)</i>

### Date of Birth

Element # Element Name

8623	Date of Birth-Input Individual-Year/Month only <i>(additional HH members available)</i>
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### Family

Element # Element Name

7628	Adults-Number in Household-100% <i>Includes a model to extend coverage to 100%-Level indicators are included. (also available w/o model fill-in)</i>
7470	Child Near High School Graduation in HH
8603	Children's Age-1 Year Increments-New
7601	Children's Age Ranges Present in Household-100% <i>Includes a model to extend coverage to 100%-Level indicators are included. (also available w/o model fill-in)</i>
8652	Generations in Household

Element # Element Name

7629	Household Size-100% <i>Includes a model to extend coverage to 100%-Level indicators are included. (also available w/o model fill-in)</i>
2526	Inferred Household Rank
7609	Marital Status in the Household-100% <i>Includes a model to extend coverage to 100%-Level indicators are included. (also available w/o model fill-in)</i>
7602	Number of Children-100% <i>Includes a model to extend coverage to 100%-Level indicators are included. (also available w/o model fill-in)</i>
7622	Presence of Children-100% <i>Includes a model to extend coverage to 100%-Level indicators are included. (also available w/o model fill-in)</i>
7480	Probable New Teen Driver
8692	Senior Adult in Household
2351	Single Parent
8680	Young Adult in Household

## Financial

Element # Element Name

8815	Bank Card-Presence in Household
8836	Credit-Range of New Credit [ <b>*AP</b> ]
8808	Credit Card-New Issue
8621	Credit Card Indicator
2058	Credit Card Use-American Express
2059	Credit Card Use-Discover
2060	Credit Card Use-Gasoline or Retail Card
2061	Credit Card Use-MasterCard
2062	Credit Card Use-VISA
8693	Credit Card User
9350	Economic Stability Indicator [ <b>*AP</b> ]
7110	Economic Stability Indicator Financial [ <b>*AP</b> ]
9358	HeavyTransactors [ <b>AP</b> ]
7641	Income Code-Estimated Household-100% [ <b>*AP</b> ] <i>Includes a model to extend coverage to 100%-Level indicators are included. (also available w/o model fill-in)</i>
2834	InfoBase Affordability U.S. [ <b>*AP</b> ]
9355	Net Worth Ultra Affluent Flag [ <b>*AP</b> ]
9356	NetWorth-Gold [ <b>*AP</b> ]
9351	UnderBanked Indicator [ <b>AP</b> ]

\* Restrictions on Financial Services and Insurance Industry Use  
 \*\*Reseller contributor restrictions; additional contributor restrictions  
 \*\*\*Reseller contributor restrictions  
 AP-This is an Audience Propensity Model

SC-Super Category  
 RP-Real Property  
 RFM-Recency, Frequency, Monetary



### Gender

Element #    Element Name

8688    Gender–Input Individual  
(additional HH members available)

### Home

Element #    Element Name

8608    Dwelling Type

8663    Home Equity Available–Estimated–Ranges

7607    Home Length of Residence–100%  
*Includes a model to extend coverage to 100%–  
Level indicators are included.  
(also available w/o model fill-in)*

8851    Home Market Value–Estimated–Quality  
Indicator

8642    Home Market Value–Estimated

7606    Home Owner/Renter–100%  
*Includes a model to extend coverage to  
100%–Level indicators are included.  
(also available w/o model fill-in)*

8625    Home Property Type

8643    Home Purchase Date (YYYY/MM)

8763    Home Year Built

7478    New Mover

7468    Recent Mortgage Borrower

### Occupation/Education

Element #    Element Name

2350    Business Owner

7471    College Graduate

7650    Education–1st Individual–100%  
*Includes a model to extend coverage to 100%–  
Level indicators are included.  
(also available w/o model fill-in)*

9514    Education–Input Individual  
(additional HH members available)

9549    Education Detail–Input Individual  
(has some college)

7473    Entering Adulthood

2360    Occupation–Detail–Input Individual

8637    Occupation–Input Individual  
(additional HH members available)

8082    SOHO Indicator

8619    Working Woman

### Prevalence in Marketplace

Element #    Element Name

4000    Consumer Prominence Indicator

### Record Verification Date

Element #    Element Name

8614    Base Record Verification Date

### Personicx

Element #    Element Name

1270    Personicx Lifestage Clusters

1271    Personicx Lifestage Groups

1274    Personicx Lifestage Insurance Groups

1280    Personicx Digital Clusters

1281    Personicx Digital Groups

9330    Personicx Hispanic

AP011277    Personicx Financial Clusters

AP011278    Personicx Financial Groups

### Personicx Geo

Element #    Element Name

7101    Personicx Geo Block Directory

7102    Personicx Geo Block Group Directory

7103    Personicx Geo ZIP+4 Directory

7104    Personicx Geo ZIP Directory

7105    Personicx Geo CBSA Directory

7106    Personicx Geo DMA Directory

7107    Personicx Geo County Directory

7108    Personicx Geo State Directory

### Ethnicity/Race

Element #    Element Name

3102    Country of Origin (High Detail)

2100    Ethnic Group

3103    Hispanic Language Preference

9533    Race Code–Input Individual  
(additional HH members available)

3101    Race Code (Low Detail)

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## Geospatial

Element #	Element Name
7994B	Address Point Lat/Lon
7995B	ZIP+4 Lat/Lon
7964B	Geocoding (other than Lat/Lon)
7973	Market Indices ACS

## Apparel

Element #	Element Name
7720	Fashion

## Arts and Antiques

Element #	Element Name
7732	Arts

## Automotive

Element #	Element Name
2077	Auto Enthusiast
7756	Auto Work
7755	Aviation
9587	Vehicle—Classic Car Owner

## Exercise

Element #	Element Name
7771	Dieting/Weight Loss
7752	Exercise—Aerobic
7750	Exercise—Running/Jogging
7751	Exercise—Walking
7827	Exercise/Health Grouping

## Family

Element #	Element Name
7773	Cat Owner
7779	Children's Interests
7842	Christian Families
7774	Dog Owner
7780	Grandchildren
7775	Other Pet Owner
7777	Parenting
7772	Self Improvement

## Food and Beverage

Element #	Element Name
7739	Cooking—General
7740	Cooking—Gourmet
7741	Cooking— Low Fat
7826	Cooking/Food Grouping
7856	Cooking/Food Connoisseur—Input Individual
7743	Foods—Natural
7742	Foods—Vegetarian

## Health Interest

Element #	Element Name
3448	Advertised Medicine Inquirer Propensity [AP]
3447	Ailment/Rx Online Search Propensity [AP]
2778	Brand Name Medicine Propensity [AP]
3446	Prescriptions by Mail Propensity [AP]

## History

Element #	Element Name
8239	Our Nation's Heritage

## Home

Element #	Element Name
7849	Beauty/Cosmetics
7860	Do-It-Yourselfer/Gardener—Input Individual
7817	Gardening
7815	Home Furnishings/Decorating
7851	Home Improvement—Do-It-Yourselfers
7816	Home Improvement
7830	Home Improvement Grouping
7776	House Plants

## Investment

Element #	Element Name
8337	Highly Likely Investors
2067	Investing—Active
7831	Investing/Finance Grouping
8433	Investment—Estimated Residential Properties Owned—RP
7846	Investments—Foreign
7793	Investments—Personal

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Element #	Element Name
7794	Investments–Real Estate
7795	Investments–Stocks/Bonds
8587	Investor–Real Estate–RP
8339	Likely Investors

### Lifestyles, Interests and Passions

Element #	Element Name
8326	Broader Living
7723	Celebrities
7792	Collectibles–Antiques
7791	Collectibles–Arts
7790	Collectibles–Coins
7788	Collectibles–General
7789	Collectibles–Stamps
7832	Collectibles and Antiques Grouping
8263	Collector–Avid
8321	Common Living
7726	Community/Charities
2076	Community Involvement–Causes Supported Financially
7753	Crafts
8277	Cultural/Artistic Living
8272	DIY Living
7809	Environmental Issues
7759	Games–Board Games/Puzzles
7799	Games–Computer Games
7766	Games–Video Games
2776	Green Living
8278	Highbrow
8279	High-Tech Living
8271	Home Living
8259	Home Video Recording
7764	Movie Collector
7768	Movies at Home
7754	Photography
8315	Power Boating
8322	Professional Living
7727	Religious/Inspirational
7728	Science/Space
7757	Sewing/Knitting/Needlework
8274	Sporty Living

Element #	Element Name
7729	Strange and Unusual
7821	Sweepstakes/Contests
2775	Text Messaging
7725	Theater/Performing Arts
7765	TV–Cable
7845	TV–HDTV/Satellite Dish
7769	TV–Satellite Dish
8334	TV Guide
8276	Upscale Living
2356	Veteran
7758	Woodworking

### Occupation/Education

Element #	Element Name
7841	Career
7730	Career Improvement
7844	Education Online
8236	Money Seekers

### Reading and Music

Element #	Element Name
7828	Movie/Music Grouping
7763	Music–Avid Listener
7760	Music–Home Stereo
7762	Music Collector
7761	Music Player
7738	Reading–Audio Books
7734	Reading–Best Sellers
7848	Reading–Financial Newsletter Subscribers
7733	Reading–General
7737	Reading–Magazines
7735	Reading–Religious/Inspirational
7736	Reading–Science Fiction
7825	Reading Grouping

### Sports and Leisure

Element #	Element Name
7808	Biking/Mountain Biking
7840	Boat Owner
7805	Boating/Sailing
7803	Camping/Hiking

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Element #	Element Name
7843	Collectibles–Sports Memorabilia
7814	Equestrian
7802	Fishing
7811	Golf
7804	Hunting/Shooting
7813	Motorcycling
7847	NASCAR
7823	Outdoors Grouping
7807	Scuba Diving
7812	Snow Skiing
7781	Spectator Sports–Auto/Motorcycle Racing
7783	Spectator Sports–Baseball
7784	Spectator Sports–Basketball
7782	Spectator Sports–Football
7785	Spectator Sports–Hockey
7786	Spectator Sports–Soccer
7787	Spectator Sports–Tennis
8257	Spectator Sports–TV Sports
7822	Sports Grouping
7810	Tennis
7806	Water Sports

Technology

Element #	Element Name
8329	ChipHead
7796	Computers
7801	Consumer Electronics
7829	Electronics/Computers Grouping
7797	PC Internet/Online Service User
7798	PC Modem Owner
7800	Wireless–Cellular Phone Owner
7719	Wireless Product Buyer

Travel and Entertainment

Element #	Element Name
7746	RV
7748	Travel–Cruise Vacations
7744	Travel–Domestic
7747	Travel–Family Vacations
7745	Travel–International
7824	Travel Grouping

Family Ties

Element #	Element Name
1802	Adult w/Senior Parent–Input Individual
1805	Adult w/Wealthy Parent–Input Individual [*]
1817	Adult–Child1 Age in Two-Year Increments–Input Individual
1818	Adult–Child1 Income–Estimated–Higher Range–Input Individual [*]
1819	Adult– Networth–Input Individual [*]
1820	Adult–Child1 State Code–Input Individual
1821	Adult–Child2 Age in Two-Year Increments–Input Individual
1822	Adult–Child2 Income–Estimated–Higher Range–Input Individual [*]
1823	Adult–Child2 Networth–Input Individual [*]
1824	Adult–Child2 State Code–Input Individual
1808	Grandchildren’s Combined Age Ranges–Input Individual
1807	Grandparent Indicator–Input Individual
1809	Parent1 Age in Two-Year Increments–Input Individual
1810	Parent1 Income–Estimated HH–Higher Range–Input Individual [*]
1811	Parent1 Networth–Input Individual [*]
1812	Parent1 State Code–Input Individual
1813	Parent2 Age in Two-Year Increments–Input Individual
1814	Parent2 Income–Estimated HH–Higher Range–Input Individual [*]
1815	Parent2 Networth–Input Individual [*]
1816	Parent2 State Code–Input Individual
1801	Potential Inheritor–Input I Individual [*]
1806	Relatives Info Available–Input Individual

Automotive

Intend to Purchase

Element #	Element Name
7475	Vehicle–Intend to Purchase

Number of Vehicles

Element #	Element Name
8647	Vehicle–Known Owned Number

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### Type

Element #	Element Name
8648	Vehicle—Dominant Lifestyle Indicator
8646	Vehicle—New Car Buyer
8165	Vehicle—Truck/Motorcycle/RV Owner
9180	Vehicle Type—Vehicle 1
9181	Vehicle Type—Vehicle 2

### Verification Date

Element #	Element Name
9047	Vehicle—Verification Date—1st Vehicle
9057	Vehicle—Verification Date—2nd Vehicle

### Year, Make and Model

Element #	Element Name
9043	Vehicle—Make Code—1st Vehicle (alpha format)
9053	Vehicle—Make Code—2nd Vehicle (alpha format)
9040	Vehicle—Make Code—1st Vehicle (numerical format)
9050	Vehicle—Make Code—2nd Vehicle (numerical format)
9044	Vehicle—Model Code—1st Vehicle (alpha format)
9041	Vehicle—Model Code—1st Vehicle (numerical format)
9054	Vehicle—Model Code—2nd Vehicle (alpha format)
9051	Vehicle—Model Code—2nd Vehicle (numerical format)
9042	Vehicle—Year—1st Vehicle
9052	Vehicle—Year—2nd Vehicle

## Insurance

### Auto Policy

Element #	Element Name
9588	Auto Policy Renewal

### Home Policy

Element #	Element Name
8590	Home Owners Insurance Expiration Date (X-Date)—RP

### Life Policy

Element #	Element Name
2354	Life Insurance Policy Owner

## Home Owner/Real Property Data

### Home Value

Element #	Element Name
8713	Home Assessed Value—Actual—RP
8594	Home Assessor Parcel Number—RP
8707	Home Equity Available—Estimated—Actual—RP
8706	Home Equity Lendable—Estimated—Actual—RP
9750	Home Market Value—Estimated—Actual—RP
8463	Home Market Value Deciles—Estimated—RP
8705	Home Purchase Amount—Actual—RP
8850	Market Value Quality Indicator—RP

### Loan Information

Element #	Element Name
8564	Home Lender Name 1—Original—RP
8840	Home Lender Standardization Code 1—RP
8843	Home Lender Type 1—Original—RP
8847	Home Line of Credit 2—RP
8708	Home Loan Amount 1—Original—Actual—RP
8702	Home Loan Amount Total—Estimated—Actual—RP
8434	Home Loan Date 1—RP
8572	Home Loan Interest Rate Type 1—RP
8575	Home Loan Transaction Type 1—RP
8570	Home Loan Type 1—RP
8704	Home Loan-to-Value—Estimated—Actual—RP
8579	Home Purchase Date—Year/Month—RP

### Size of Home

Element #	Element Name
8597	Home Bedroom Count—RP
8589	Home Lot Square Footage—Actual—RP
8442	Home Room Count—RP
8588	Home Square Footage—Actual—RP

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## Type of Home

Element #	Element Name
8444	Home Exterior–RP
8560	Home Heat Source–RP
8443	Home Heating/Cooling–RP
8445	Home Roof Type–RP
8592	Home Year Built–Actual–RP

## Type of Owner

Element #	Element Name
8578	Home Owner–RP
8555	Home Owner Type Detail–RP
8556	Trust Owned–RP

## Years in Home Residence

Element #	Element Name
9751	Home Length of Residence–Actual–RP (highest value is 99+)

## Political

### Interest

Element #	Element Name
7724	Current Affairs/Politics
7721	History/Military

### Legislative District

Element #	Element Name
2403	Congressional District
2405	District–State Legislative (Lower House)
2404	District–State Legislative (Upper House)
2402	State Abbreviation

### Party

Element #	Element Name
8531	Political Party–Input Individual (additional HH members available)

## Summarized Purchase Activity

### Apparel Purchases

Element #	Element Name
6143	Apparel–General–SC (additional data in this category is available)
2169	RFM–Dollars–Apparel–Children
2167	RFM–Dollars–Apparel–General
2171	RFM–Dollars–Apparel–Men
2168	RFM–Dollars–Apparel–Men’s Big & Tall
2175	RFM–Dollars–Apparel–Non-gender Specific
2170	RFM–Dollars–Apparel–Teenagers
2174	RFM–Dollars–Apparel–Women
2172	RFM–Dollars–Apparel–Women’s Petite Sizes
2173	RFM–Dollars–Apparel–Women’s Plus Sizes
2082	RFM–Number of Orders–Apparel–Children
2080	RFM–Number of Orders–Apparel–General
2084	RFM–Number of Orders–Apparel–Men
2081	RFM–Number of Orders–Apparel–Men’s Big & Tall
2088	RFM–Number of Orders–Apparel–Non-gender Specific
2083	RFM–Number of Orders–Apparel–Teenagers
2087	RFM–Number of Orders–Apparel–Women
2085	RFM–Number of Orders–Apparel–Women’s Petite Sizes
2086	RFM–Number of Orders–Apparel–Women’s Plus Sizes
2751	RFM–Weeks Since Last Order–Apparel–Children
2752	RFM–Weeks Since Last Order–Apparel–Men
2753	RFM–Weeks Since Last Order–Apparel–Men’s Big and Tall
2754	RFM–Weeks Since Last Order–Apparel–Non-gender Specific
2755	RFM–Weeks Since Last Order–Apparel–Teenagers
2756	RFM–Weeks Since Last Order–Apparel–Women
2757	RFM–Weeks Since Last Order–Apparel–Women’s Petite Sizes
2758	RFM–Weeks Since Last Order–Apparel–Women’s Plus Sizes
6853	RFM–Weeks Since Last Order–Apparel

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## Appliances/Home Improvement/Outdoor Purchases

Element #	Element Name
6145	Appliances, Home Improvement, Outdoor–SC (additional data in this category is available)
2365	RFM–Dollars–Garden
2364	RFM–Dollars–Home Care
2158	RFM–Number of Orders–Garden
2157	RFM–Number of Orders–Home Care
2762	RFM–Weeks Since Last Order–Garden
6867	RFM–Weeks Since Last Order–Home and Garden
2767	RFM–Weeks Since Last Order–Home Care

## Arts and Antiques Purchases

Element #	Element Name
2024	Arts and Antiques–SC (additional data in this category is available)
2176	RFM–Dollars–Arts & Antiques
2089	RFM–Number of Orders–Arts & Antiques
6854	RFM–Weeks Since Last Order–Arts & Antiques
6855	RFM–Weeks Since Last Order–Automotive

## Automotive Purchases

Element #	Element Name
2179	RFM–Dollars–Automotive
2092	RFM–Number of Orders–Automotive
2759	RFM–Weeks Since Last Order–Beauty

## Automotive, Auto Parts and Accessories Purchases

Element #	Element Name
2025	Automotive, Auto Parts and Accessories–SC (additional data in this category is available)

## Children's Product Purchases

Element #	Element Name
6456	Children's Products–General–SC (additional data in this category is available)
2094	RFM–Number of Orders–Children's Products
6859	RFM–Weeks Since Last Order–Collectible/Novelty
2181	RFM–Dollars–Children's Products

## Electronics, Computing and Home Office Purchases

Element #	Element Name
6331	Electronics, Computing and Home Office–SC (additional data in this category is available)
2182	RFM–Dollars–Computing/Home Office
2194	RFM–Dollars–Electronics
2095	RFM–Number of Orders–Computing/Home Office
2152	RFM–Number of Orders–Electronics
6860	RFM–Weeks Since Last Order–Computing/Home Office
2763	RFM–Weeks Since Last Order–Electronics
6868	RFM–Weeks Since Last Order–Home Electronics

## Food and Beverage Purchases

Element #	Element Name
2029	Food and Beverage–SC (additional data in this category is available)
2184	RFM–Dollars–Food/Beverages
2097	RFM–Number of Orders–Food/Beverages
6863	RFM–Weeks Since Last Order–Food/Beverages

## Gifts and Holiday Purchases

Element #	Element Name
6398	Gifts/Holiday Items–SC (additional data in this category is available)
2186	RFM–Dollars–Gift
2188	RFM–Dollars–Holiday Items
2187	RFM–Dollars–Specialty Food
2189	RFM–Dollars–Specialty Gifts
2144	RFM–Number of Orders–Gift
2146	RFM–Number of Orders–Holiday Items
2145	RFM–Number of Orders–Specialty Food
2147	RFM–Number of Orders–Specialty Gifts
2764	RFM–Weeks Since Last Order–Gift
6865	RFM–Weeks Since Last Order–Gifts/Holiday Items
2766	RFM–Weeks Since Last Order–Holiday Items
2772	RFM–Weeks Since Last Order–Specialty Food
2773	RFM–Weeks Since Last Order–Specialty Gifts

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## Heath and Beauty Purchases

Element #	Element Name
2191	RFM-Dollars-Beauty
2192	RFM-Dollars-Health
2193	RFM-Dollars-Personal Care
2149	RFM-Number of Orders-Beauty
2150	RFM-Number of Orders-Health
2151	RFM-Number of Orders-Personal Care
6856	RFM-Weeks Since Last Order-Books/ Magazines
2765	RFM-Weeks Since Last Order-Health
6866	RFM-Weeks Since Last Order-Health and Beauty
2771	RFM-Weeks Since Last Order-Personal Care

## Home Furnishings Purchases

Element #	Element Name
2031	Home Furnishing-SC <i>(additional data in this category is available)</i>
2361	RFM-Dollars-Furniture
2195	RFM-Dollars-Home Furnishings
2362	RFM-Dollars-Housewares
2363	RFM-Dollars-Linens
2154	RFM-Number of Orders-Furniture
2153	RFM-Number of Orders-Home Furnishing
2155	RFM-Number of Orders-Housewares
2156	RFM-Number of Orders-Linens
2761	RFM-Weeks Since Last Order-Furniture
6869	RFM-Weeks Since Last Order-Home Furnishings
2768	RFM-Weeks Since Last Order-Housewares
2769	RFM-Weeks Since Last Order-Linens

## Jewelry Purchases

Element #	Element Name
2032	Jewelry-SC <i>(additional data in this category is available)</i>
2366	RFM-Dollars-Jewelry
2159	RFM-Number of Orders-Jewelry
6870	RFM-Weeks Since Last Order-Jewelry

## Lifestyles, Interests and Passions Purchases

Element #	Element Name
6541	Lifestyles, Interests and Passions-SC <i>(additional data in this category is available)</i>
2177	RFM-Dollars-Collectibles
2183	RFM-Dollars-Crafts/Hobbies
2178	RFM-Dollars-Novelty
2370	RFM-Dollars-Photo & Video Equipment
2090	RFM-Number of Orders-Collectibles
2096	RFM-Number of Orders-Crafts/Hobbies
2091	RFM-Number of Orders-Novelty
2163	RFM-Number of Orders-Photo & Video Equipment
2760	RFM-Weeks Since Last Order-Collectibles
6861	RFM-Weeks Since Last Order-Crafts/ Hobbies
2770	RFM-Weeks Since Last Order-Novelty
6874	RFM-Weeks Since Last Order-Photo and Video Equipment

## Other Merchandise and Services Purchases

Element #	Element Name
2028	Financial Services-SC <i>(additional data in this category is available)</i>
6727	Other Merchandise/Services-SC
2185	RFM-Dollars-General Merchandise
2368	RFM-Dollars-Other Merchandise/ Services
2190	RFM-Dollars-Stationery
2373	RFM-Dollars-Videos/DVDs
2098	RFM-Number of Orders-General Merchandise
2161	RFM-Number of Orders-Other Merchandise Services
2148	RFM-Number of Orders-Stationery
2166	RFM-Number of Orders-Videos/DVDs
6864	RFM-Weeks Since Last Order-General Merchandise
6872	RFM-Weeks Since Last Order-Other Merchandise Service
2774	RFM-Weeks Since Last Order-Stationery
6879	RFM-Weeks Since Last Order-Videos/DVDs
6805	Telecommunications-SC <i>(additional data in this category is available)</i>

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### Pets Product Purchases

Element #	Element Name
6740	Pets–SC <i>(additional data in this category is available)</i>
2369	RFM–Dollars–Pets
2162	RFM–Number of Orders–Pets
6873	RFM–Weeks Since Last Order–Pets

### Purchase Channel

Element #	Element Name
8615	Mail Order Buyer

### Purchase Method

Element #	Element Name
8816	Number of Lines of Credit (Trade Counter) [*]
6603	RFM–Method of Payment Total–Amex
6604	RFM–Method of Payment Total–Cash
6605	RFM–Method of Payment Total–Credit Card
6606	RFM–Method of Payment Total–Discover
6607	RFM–Method of Payment Total–House Charge
6608	RFM–Method of Payment Total–MasterCard
6609	RFM–Method of Payment Total–Other
6610	RFM–Method of Payment Total–Retail Card
6611	RFM–Method of Payment Total–Visa

### Reading and Music Purchases

Element #	Element Name
2026	Books and Music–SC <i>(additional data in this category is available)</i>
2180	RFM–Dollars–Books
2367	RFM–Dollars–Music
2093	RFM–Number of Orders–Books
2160	RFM–Number of Orders–Music
6858	RFM–Weeks Since Last Order–Children’s Products
6871	RFM–Weeks Since Last Order–Music

### RFM—Averages

Element #	Element Name
6162	RFM–Average Days In Between Offline Orders
6163	RFM–Average Days In Between Online Orders
6164	RFM–Average Days In Between Orders
6161	RFM–Average Dollar Amount Per Order

Element #	Element Name
6685	RFM–Offline Average Dollars Spent Per Order
2542	RFM–Online Average \$ Amount Per Order–Input Individual
6707	RFM–Online Average Dollar Amount Per Purchase

### RFM—Catalog

Element #	Element Name
6103	RFM–Number of Orders–Low Scale Catalogs
6104	RFM–Number of Orders–Low/Mid Scale Catalogs
6105	RFM–Number of Orders–Mid Scale Catalogs
6106	RFM–Number of Orders–Mid/Upscale Catalogs
6107	RFM–Number of Orders–Unknown Catalog Scale
6102	RFM–Number of Orders–Upscale Catalogs
8657	RFM–Catalog Buyer Frequency–Input Individual
8658	RFM–Catalog Buyer Recency–Input Individual

### RFM—Number of Orders—by Month

Element #	Element Name
6112	RFM–Number of Orders in 01 January
6111	RFM–Number of Orders in 02 February
6115	RFM–Number of Orders in 03 March
6108	RFM–Number of Orders in 04 April
6116	RFM–Number of Orders in 05 May
6114	RFM–Number of Orders in 06 June
6113	RFM–Number of Orders in 07 July
6109	RFM–Number of Orders in 08 August
6119	RFM–Number of Orders in 09 September
6118	RFM–Number of Orders in 10 October
6117	RFM–Number of Orders in 11 November
6110	RFM–Number of Orders in 12 December

### RFM—Other

Element #	Element Name
9153	Retail Purchases–Categories
6355	RFM–First Offline Purchase Date
6356	RFM–First Online Purchase Date
6357	RFM–First Purchase Date
6532	RFM–Last Offline Purchase Date
6533	RFM–Last Online Purchase Date

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Element #	Element Name
6535	RFM—Last Purchase Date
2540	RFM—Online Dollars—Input Individual
2539	RFM—Online Orders—Input Individual
6813	RFM—Total Dollars Spent
6814	RFM—Total Number of Purchases
6686	RFM—Total Offline Dollars
6697	RFM—Total Offline Orders—\$1,000+ Range
6698	RFM—Total Offline Orders—\$100-\$249.99 Range
6699	RFM—Total Offline Orders—\$250-\$499.99 Range
6700	RFM—Total Offline Orders—\$50-\$99.99 Range
6701	RFM—Total Offline Orders—\$500-\$999.99 Range
6702	RFM—Total Offline Orders—Under \$50 Range
6696	RFM—Total Offline Orders
6708	RFM—Total Online Dollars
6719	RFM—Total Online Orders—\$1,000+ Range
6720	RFM—Total Online Orders—\$100-\$249.99 Range
6721	RFM—Total Online Orders—\$250-\$499.99 Range
6722	RFM—Total Online Orders—\$50-\$99.99 Range
6723	RFM—Total Online Orders—\$500-\$999.99 Range
6724	RFM—Total Online Orders—Under \$50 Range
6718	RFM—Total Online Purchases
6841	RFM—Weeks Since First Offline Order
6840	RFM—Weeks Since First Online Order
6842	RFM—Weeks Since First Order
6844	RFM—Weeks Since Last Offline Order
2541	RFM—Weeks Since Last Online Order— Input Individual
6843	RFM—Weeks Since Last Online Order
6845	RFM—Weeks Since Last Order

### RFM—Purchase Month

Element #	Element Name
6125	RFM—Purchased in 01 January
6124	RFM—Purchased in 02 February
6128	RFM—Purchased in 03 March
6121	RFM—Purchased in 04 April
6129	RFM—Purchased in 05 May
6127	RFM—Purchased in 06 June
6126	RFM—Purchased in 07 July
6122	RFM—Purchased in 08 August
6132	RFM—Purchased in 09 September

Element #	Element Name
6131	RFM—Purchased in 10 October
6130	RFM—Purchased in 11 November
6123	RFM—Purchased in 12 December

### Sports and Leisure Purchases

Element #	Element Name
2371	RFM—Dollars—Sports & Leisure
2164	RFM—Number of Orders—Sports & Leisure
6875	RFM—Weeks Since Last Order—Sports & Leisure
6793	Sports and Leisure—SC <i>(additional data in this category is available)</i>

### Travel and Entertainment Purchases

Element #	Element Name
2372	RFM—Dollars—Travel
2165	RFM—Number of Orders—Travel
6878	RFM—Weeks Since Last Order—Travel
6820	Travel and Entertainment—SC <i>(additional data in this category is available)</i>

### Value-Priced General Merchandise Purchases

Element #	Element Name
6827	Value-Priced General Merchandise—SC <i>(additional data in this category is available)</i>

### Technology

Element #	Element Name
2303	Internet Provider (IP) Connect
2301	Internet Provider (IP) Domain
8654	PC DSL/High Speed User
2300	PC Internet Connection Type
8666	PC Operating System
8630	PC Owner
8670	PC Software Buyer
8700	PC Software Recency Date
8716	PC Software Transactions
8695	PC Software Used
8715	Technology Adoption Propensity [AP]
2507	Business Travel—Domestic [***]
2897	Cruise Vacations Propensity [AP]
2511	Travel—Airline [***]

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Element #	Element Name
2509	Travel–Dollars Spent–2 Year Average
2512	Travel–Frequent Flyer <a href="#">[**]</a>
2510	Travel–Read Books or Magazines on Travel
2508	Travel Purchases–Date of Last Purchase
2522	Vacation Travel–Canada <a href="#">[**]</a>
2523	Vacation Travel–Casino <a href="#">[**]</a>
2524	Vacation Travel–Cruise <a href="#">[**]</a>
2537	Vacation Travel–International <a href="#">[**]</a>
2527	Vacation Travel–Leisure <a href="#">[**]</a>
2529	Vacation Travel–RV <a href="#">[**]</a>
2531	Vacation Travel–Time Share <a href="#">[**]</a>
2532	Vacation Travel–United States <a href="#">[**]</a>

### Buying Channel

Element #	Element Name
2779	Buying Channel Preference Propensity–Internet <a href="#">[AP]</a>
2780	Buying Channel Preference Propensity–Mail <a href="#">[AP]</a>
2781	Buying Channel Preference Propensity–Phone <a href="#">[AP]</a>

### Media Channel

Element #	Element Name
3588	Media Channel Usage–Cell Phone <a href="#">[AP]</a>
3590	Media Channel Usage–Daytime TV <a href="#">[AP]</a>
3587	Media Channel Usage–Internet <a href="#">[AP]</a>
3594	Media Channel Usage–Magazine <a href="#">[AP]</a>
3595	Media Channel Usage–Newspaper <a href="#">[AP]</a>
3591	Media Channel Usage–Outdoor <a href="#">[AP]</a>
3589	Media Channel Usage–Primetime TV <a href="#">[AP]</a>
3593	Media channel Usage–Radio <a href="#">[AP]</a>
3592	Media Channel Usage–Yellow Pages <a href="#">[AP]</a>

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## Geospatial Solutions (Area-Level Data)

Whether they are used on their own, or in concert with individual and household-level data, Acxiom's Geospatial Data Solutions enable market-level research, planning and execution of successful marketing campaigns.

**Geocoding** — consists of assigning geographic identifiers to consumer data records. The presence of geocodes allows previously unrelated information with common geographic characteristics to be linked together. Common elements available via Geocoding include latitude & longitude, County FIPS (Federal Information Processing Standard), Block Group, Census Tract, CBSA (Core Based Statistical Area) and DMA (Designated Market Area). Records that have received geocodes can be linked to information that is only available in the form of geographic aggregations (e.g. census data), and the presence of geocodes also enables information to be mapped and entered into Geographic Information Systems (GIS).

**Market Indices ACS** — is an accurate and efficient method to understand the demographic composition of geographic areas using U.S. Census Bureau information. It includes more than 500 census-derived elements from the American Community Survey (ACS) that provide quick insights into area-level data across many attributes such as age, income, household size and composition, occupation, home value ranges, education levels and more. Market Indices ACS can be appended to a file or is available as a file install via directories at the Block Group, Census Tract and ZIP Code™ levels.

**InfoBase Geo** — InfoBase Geo data can provide a snapshot of consumer attributes — household counts, area means and area medians — for a particular geography to enhance geospatial analysis. InfoBase Geo consists of four aggregated data packages — demographics, financial, property and interests. Each package can be provided at eight standard levels of geography — ZIP + 4®, Block Group, Tract, ZIP Code, County, State, CBSA and DMA. InfoBase Geo can be used with analytical and geospatial software to enable research and market analysis, to understand the geographic context of current customers, to find more customers and to determine marketing mix.

**Personicx Geo** — provides a distribution of Personicx® Lifestage segments at the state, county, DMA, CBSA, ZIP Code™<sup>1</sup>, census tract, block group and ZIP + 4® level. Additionally, it includes a statistically derived dominant segment assignment when distributions cannot be used. Personicx Geo can be a valuable tool for companies that need to integrate their messaging.

<sup>1</sup>The following trademarks are owned by the United States Postal Service®: ZIP + 4®, ZIP Code™ and ZIP™.

# Delivery Options

## Real Time Access: Data Services API

The Data Services API is a secure, real-time access point into a full suite of Acxiom third-party data products. The API gives marketers the ability to gather relevant and accurate information about their customer or prospects, allowing them to deliver more targeted customized marketing. Using the API, there is flexibility to input full or partial PII for an entity and still get actionable information.

The API accepts personally identifiable information (PII) as input, performs highly accurate entity resolution using that PII, and returns one or many requested data bundle enhancements associated with that PII — all in a single API call. Using the Data Services API, end-users can easily input available PII fields, and select the information they need to solve their business problems. At present, the API offers access to data about individuals and addresses that can be purchased and accessed in bundles.

**To view current Data Services API bundles, visit [developer.acxiom.com](http://developer.acxiom.com).**



**Questions? Contact [DSAPI-Team@acxiom.com](mailto:DSAPI-Team@acxiom.com).**

## Proven Expertise: Full-Service and Express Batch Enhancement

Express Batch gives you direct access to request and process batch orders on demand for a static order (the same elements each time). Files are uploaded and returned in an automated processing environment. A standard input and output layout is required, and some file size limitations exist; please verify with your Acxiom Data Delivery Manager when implementing an Express Batch solution.

Traditional Full-Service Batch has the benefit of experienced Delivery Analysts to create, process, and output data as requested in a client-specific order. There are no file size limitations or layout requirements. All data elements are available via this delivery method.


### Online:

Multiple options exist for accessing subsets of Acxiom's third party data in an online environment.

### Acxiom ListDirect

Acxiom's InfoBase ListDirect is an Internet browser-based list count and order fulfillment system. This point-and-click, user-friendly Web site allows you to check out list counts, make selections and then place orders — all in one simple process. This system provides 24-hour, 7-day a week access to real-time counts and orders. In addition to excellent customer service and support, ListDirect provides extraordinary convenience through dramatically decreased delivery time for list files. Most files are delivered within a few hours!

### MyAcxiomPartner.com

Want the convenience of Express Batch with most of the flexibility of Full Service? MyAcxiomPartner.com offers both for businesses of all sizes in all industries. MyAcxiomPartner.com provides self-service access to most of Acxiom's data and hygiene services.  **If interested, please contact [info@myacxiompartner.com](mailto:info@myacxiompartner.com).**



**Contact us at [info@acxiom.com](mailto:info@acxiom.com) for more information about any of the available delivery options.**





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