

MOBILE AD CAMPAIGNS — NEW FROM ACXIAM

Empower your business with a complete, easy-to-implement, highly affordable mobile marketing solution — just like the Fortune 500 companies do it!

MyAcxiomPartner.com is Acxiom's unique, one-stop resource for all your marketing needs. Here you can order new leads, enhance or clean your list, access portrait reports and much more.

Now we've added an exciting new service for our marketing partners — mobile advertising.

Acxiom, the world leader in data services, has joined with 4INFO to power an innovative mobile ad solution specifically designed for businesses like yours. 4INFO delivers more than 100 million ad views every month for Fortune 500 brands. Now all that firepower is available to you!

As easy as 1 - 2 - 3

MyAcxiomPartner's mobile ad campaign solution is surprisingly convenient — it only takes three simple steps to get your campaign running.

First, you choose your target audience. From a list of options you can select your target area and define your audience by picking your desired demographic categories and variables, using as many as you like.

Next, you choose the campaign plan that best matches your budget and promotional needs. Finally, you create your banner ad by either uploading your own ready-to-go image — or building one from scratch with our user-friendly Mobile Ad Creator. And that's all there is to it.

MyAcxiomPartner will review the ad to make sure it meets technical requirements — and within three days your campaign will be ready to roll out. And you can monitor results at any time with our Campaign Manager tool.

We'll deliver your ad to the most popular apps and mobile websites on the smartphones and tablets of the people you most want to reach, mapped from a database of more than 150 million consumers and 101 million U.S. households.

Acxiom makes it hassle-free

- **Affordable:** Select from three campaign packages, starting at only \$297
- **Easy:** Create a professional-looking ad in less than five minutes with our no-skills-required Mobile Ad Creator
- **Flexible:** Add to your direct mail list order or deploy as a stand-alone campaign
- **Fast:** Launch your campaign within three days

For more information visit www.MyAcxiomPartner.com and watch a brief video to learn the amazing benefits of our new mobile ad campaign solution. Or just contact Acxiom today at **1-866-977-6018**

THE FUTURE IS MOBILE

- Over 60% of U.S. households own at least one smartphone — and the rate is climbing by 10 percent annually
- Over 75% of shoppers use a smartphone to research local stores before they visit

The truth is, mobile devices are rapidly taking over as the primary way that your customers look for product offers, find local businesses and make purchasing decisions. Now, with MyAcxiomPartner, you can create a campaign that targets your specific audience with pinpoint accuracy on the smartphones and tablets they use throughout the day.