

Helping companies use information to
improve marketing and business results

AbiliTec[®]

ACXIOM[®]
WE MAKE INFORMATION INTELLIGENT™



The marketing challenge

The way the world's consumers and businesses interact, sell, buy and consume is very different from the way it was even 10 years ago. Today, the information we generate and use grows at an ever increasing rate. For some this represents incredible opportunities yet for others, it is a daunting threat.



Information driven marketing

Successful marketing depends on information more than ever before. From analysis and planning through to marketing communications and customer service, they all share a dependency on good customer and prospect information. No matter how rigorous the process, no matter how smart the analyst or creative, poor information can completely undermine effective and efficient marketing – AbiliTec changes everything.

Revolutionary approach

Traditional marketing has been refined over many years and does as much as it can to bring data together, but AbiliTec's revolutionary information-based approach takes the speed, quality, completeness and accuracy of Single Customer Views (SCV) to a new level. AbiliTec can make a real and measurable difference to the success of your business. Interested? Please read on.

Who should read this?

This is relevant to anyone working in organisations, large or small, with an interest in one or more of the following:

- Customer/market Insight
- Customer and prospect marketing/CRM
- Reducing costs and improving the ROI of marketing, customer service, CRM, IT
- Customer service
- Development of brand integrity

Why should you read this?

This brochure explains how Acxiom can help your organisation use information to improve marketing and business results through our revolutionary AbiliTec Customer Data Integration solution. It outlines:

- The unique benefits of AbiliTec and how it can help you achieve your objectives
- What makes AbiliTec different
- Where AbiliTec is available

How AbiliTec works

What is AbiliTec?

Acxiom's data processing solutions feature AbiliTec, our unique and innovative Customer Data Integration technology. This 'next generation' solution takes data processing to another level in terms of the benefits it delivers to our clients.

Only AbiliTec, with its unique, reference-based CDI, can determine that Jane Smith and Jane Johnson are one and the same person. This could be because Jane got married, changed her name and at the same time moved to Bristol. AbiliTec does not reveal how it knows this is the case, but determines it is the case, something traditional matching could never do.

Traditional data processing uses 'string' or 'look-alike' matching. This means the computer is determining a match based

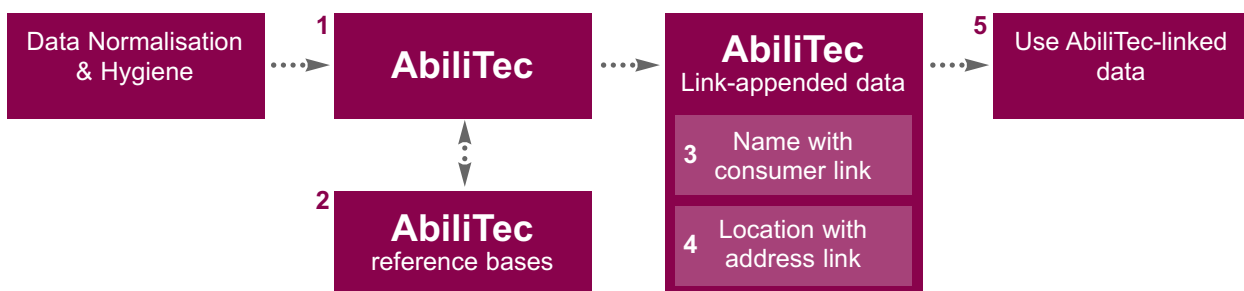
on how similar two or more records are. So, it is almost impossible to imagine how traditional processing would match the following two records:

Jane Smith	15 River Terrace	Liverpool	LV1 7FL
Jane Johnson	37 Church Street	Bristol	BR11 3AH

It is not difficult to imagine how this kind of completeness of customer information can transform the accuracy of customer insight, the correctness of decisions and the relevance of your marketing communications. At the heart of Acxiom's data processing solutions, these are just some of the advantages of AbiliTec.

AbiliTec in action

Generating AbiliTec links



- 1) Data is presented to AbiliTec
- 2) AbiliTec interrogates its reference bases
- 3) AbiliTec returns a consumer link for the individual
- 4) AbiliTec returns an address link for the residence
- 5) Make profitable use of the AbiliTec links

It's that simple!

AbiliTec in action

Using AbiliTec links

Now, having the AbiliTec links, it's just as simple to compare them and identify matches based on their consumer links being identical! AbiliTec is not a set of solutions, it is a flexible key enabler, its links being used from tasks as simple as cleaning a mailing file through to creating real-time, on demand single customer views across the enterprise*. It's an innovative solution, one that delivers exceptional results and benefits but it's still a simple solution in terms of how it is used.

AbiliTec is an incredible 'enabling' solution. It provides marketers with better information that supports the most straightforward de-duplication through to the most complex, real-time CRM scenario. Whatever it is, the information is more accurate, up-to-date and powerful meaning better marketing and business results for you.

Use AbiliTec links to:

- De-duplicate marketing and mailing files
- Match and append additional data e.g. lifestyle data
- Enable value add intelligence through identification of changes
- Develop and maintain a single customer view within a database
- Enable a 'virtual' SCV with data across multiple 'silos'
- Enable real-time marketing and customer service

Here are some examples of AbiliTec in action:

De-duplicate mailing files

This is perhaps the simplest use of AbiliTec but it's without doubt one of the most powerful. Regardless of the media (eg. direct mail, email, telemarketing), AbiliTec can create the cleanest data possible wherever names and addresses are involved. And remember, there's no way traditional methods will integrate Jane Smith & Jane Johnson at two different addresses – AbiliTec can.

Match and append additional data

Very often, customer and prospect data is appended to create a clearer view for analysis, segmentation and campaign selection. With its superior matching capability, AbiliTec will provide better and more accurate appending of all kinds of enhancement data (such as lifestyle data and telephone number appending) through to suppression data (such as files of 'goneaways', 'do not contact' and deceased persons).

Enable value-add intelligence through identification of changes

When your analysis reveals that you have the same individual at two different addresses but sharing the same AbiliTec consumer link, you know that person has moved home. Often, moving home acts as a trigger to buy products and services, and AbiliTec is therefore providing you with actionable trigger data.

*Consult your local Acxiom office for details as capabilities may vary by country

AbiliTec in action (Continued)

Examples of AbiliTec in action (continued):

Develop and maintain a SCV within a database

With its superior matching, appending and ability to trigger intelligence, AbiliTec is unrivalled in its ability to build and maintain single customer views within your database. Whether an analysis datamart, a prospect or customer database for marketing, customer service or all of the aforementioned, AbiliTec is the key to the most accurate, complete and useable data.

Enable 'virtual' SCVs with data across multiple silos

As customer information becomes more powerful, we are increasingly seeing the need to build a single customer view across departments and systems. While some companies chose to pool their data into single data warehouses others chose to link their separate databases. AbiliTec supports both strategies and as has already been explained, is perfect for supporting SCV's within databases or data warehouses. By using AbiliTec links on all database silos, you can enable a solution that creates a virtual SCV continuously or at any given time. AbiliTec links allow your solution to quickly integrate information, no matter where it is.

Enable real-time marketing & customer service

AbiliTec is fast and is a 'language of links'. Whenever a consumer presents themselves to an AbiliTec-enabled system, its Recognition Manager can not only identify them but can also bring into play all other data you may hold on that person. How? By using that AbiliTec link to 'call' the other data associated with that link to populate your single customer view. Although this solution is employed by today's most advanced marketers, in the future, most businesses will want to bring to bear all the intelligence they've gathered at every customer interaction.

In summary

AbiliTec enables:

- Better CDI, analysis and Planning
- More targetted marketing communications
- Improved customer service and insight

AbiliTec delivers:

- Improved marketing and business results
- Increased customer acquisition, retention and value
- Reduced marketing, IT and operational costs

AbiliTec – case study examples

Example 1

For a leading credit card company

- Increased campaign response rates by 20%
- €3.2m reduction in mailing wastage
- €2m reduction in IT costs per annum

Example 2

For a leading consumer electronics company

- Improved profit per order by 12%
- Increased avg. order value by 16%
- €5.5m in additional revenue

About AbiliTec

Where Is AbiliTec available?

Conceived in the US, AbiliTec can be utilised in eight of the world's largest economies:

USA

UK

Germany

France

The Netherlands

Portugal

Poland

Australia

Privacy

With Privacy Leadership as both a core competency and guiding passion, all Acxiom solutions, including AbiliTec, are created to meet or exceed each country's data protection requirements while maximising the performance of the solutions. Also, remember that AbiliTec does not reveal how it makes the decisions it does, nor does it provide additional information. What it does is provides a single key from which other intelligence can be unlocked.

Global CDI

AbiliTec is a Customer Data Integration (CDI) services solution and it provides information-based 'links' from which it is possible to create the best possible single customer view for your marketing and customer service operations. AbiliTec works well with all data but naturally, data that has been cleaned to the highest standards will perform even better.

With over 35 years of international experience, along with our innovative and standardised technology, Acxiom's Global CDI solution is able to process and clean data for more than 200 countries.

This single solution affords many benefits, particularly to the international marketer yet still engages the absolute best performing hygiene solution in each country where possible – the best of both worlds!

No time to lose

AbiliTec is not only an information-based solution, it also has the capability to be a learning solution so that the performance improves over time. This means that the sooner we create your AbiliTec reference base, the better for your business and marketing results.



About Acxiom

What does Acxiom do?

We help our clients use information to improve their marketing and business results.

We are world class at what we do and support a wide range of industry sectors, global markets and clients, both large and small.

Our wide range of marketing and information management solutions help our clients improve customer acquisition, retention and value while reducing marketing and IT costs, fraud exposure and risk.

These solutions are developed and delivered through our core competencies of (right):



What makes Acxiom different?

What makes us different is not only what we deliver but also how we deliver it.

The only way we can succeed is to ensure the success of our clients. This is why everything we do is about: **Client results and relationships**

- Our experience and capabilities are simply unique. We deliver exceptional results which help our clients achieve their business objectives
- We pride ourselves on the relationships we share with our clients who demand not only outstanding results, but a proactive and responsive partner they can trust.

Acxiom quick facts

- Founded 1969
- Headquartered Little Rock, Arkansas USA
- Global revenue €1bn
- Offices across 4 continents
- 7,000 associates worldwide
- More than 3,500 clients globally

What 3 things should I remember?

1

High quality customer insight, planning, customer service and marketing communications are only as good as the customer information they rely on. Acxiom provides this information to its clients.

2

Acxiom's AbiliTec is a Customer Data Integration (CDI) solution. It is unique in its ability to help companies use information to improve their marketing and business results through more complete, accurate and actionable customer information.

3

AbiliTec's information-based approach to CDI enables data integration and matching to a level simply impossible using traditional methods. It's links are simple to incorporate into processes and systems and it even improves over time, particularly when you create a client reference base with us.



■ Offices located in these markets

■ Services available in these markets

US
Canada
Mexico
Puerto Rico
Colombia
Chile

UK (England, Scotland, Wales & N. Ireland)

France
Germany
The Netherlands
Poland
Portugal

China
Japan
Australia
New Zealand
Hong Kong
Malaysia
Taiwan
Korea
Thailand
Singapore

Note: Acxiom also delivers solutions in many geographies where it does not have a physical presence

AbiliTec from Acxiom. Helping clients use information to improve their marketing and business results.

To find out how you can gain an advantage through AbiliTec, contact your Acxiom Client Representative today on:

+44 (0)20 7526 5100

or visit: **www.acxiom.co.uk**

ACXIOM[®]
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