

Featuring AbiliTec® Customer Data Integration

Acxiom Bureau Services



Helping companies use information to improve marketing and business results

How can Acxiom help you?



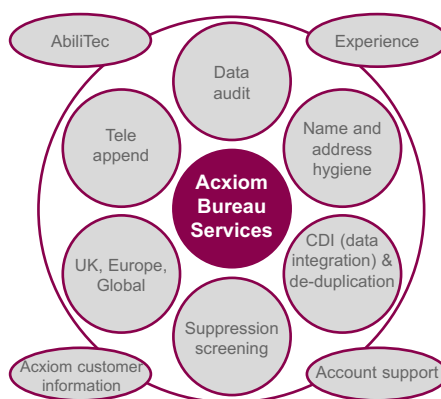
Using our customer data integration tool, AbiliTec, our clients receive unique bureau services which provide unique results.

These include:

- Improve the revenue generated from your customer and/or prospect marketing
- Improve targeting and reduce:
 - waste from wrongly targeted communications e.g. 'goneaways', deceased records
 - cost of such communications
- Protect your brand perception from poorly targeted communications
- Add value by enhancing your customer information, filling gaps and finding movers etc. Making your data more powerful.

Acxiom Bureau Services at a glance

Acxiom has a wide range of data processing solutions, all focused on delivering the most accurate data for marketing purposes and include:



Who should read this?

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

- Reducing costs and improving the return on Investment of marketing, customer service, CRM, IT
- Acquiring, retaining and developing customers
- Understanding customers and prospects
- Development of Brand Integrity
- Customer service

*Including agencies

Why should you read this?

This brochure explains how Acxiom can help you and your organisation improve your marketing and business results as a result of better customer data processing. It outlines:

- The importance of data processing to your business results
- Acxiom's solutions and how they deliver a unique difference
- Who Acxiom is, and what makes us different

Acxiom's Bureau Services in detail

Over a 35+ year period, Acxiom has continually invested in technology and process, which enables our clients to benefit from speed of throughput, accuracy of data processing and importantly, lower costs.

No matter what the size or scale of our clients' databases, the business issues they face or the industry they're in, our bureau services bring them leading edge solutions.

The core areas of our bureau solutions are listed below:

Data audit

Acxiom will take your data and provide a comprehensive report that details:

- Overall data quality – address accuracy, name and address accuracy, duplicates, matches to suppression files
- Significant quality issues
- Potential business impact including effect on return on investment of marketing programmes assuming access to relevant metrics
- Ways to correct the issues
- Ways to avoid those issues in the future

Name and address hygiene

Acxiom's data hygiene software allows it to produce consistently high quality and accurate results. This is achieved because, in addition to PAF validation and enhancement, Acxiom's software uses both UK postal files and proprietary lookup tables to ensure:

- Addresses are reformatted and standardised according to UK postal standards
- Old postal geography is recognised and updated accordingly

- Address elements are validated and corrected
- Records with poor quality data are identified and can be flagged accordingly
- Names are correctly parsed into the components necessary for personalisation (e.g. title, forename, surname)
- Non-UK addresses can be identified and handled according to client business rules

CDI (Customer Data Integration) and De-Duplication

Acxiom takes a different approach to matching and de-duplication to other bureaux. This approach means:

- Better match rates
- More duplicates are identified
- More accurate matches to suppression files
- The net result is less wastage in returned mail and better response rates

Acxiom uses its proprietary software tool, **AbiliTec** which matches records using a **KnowledgeBase** rather than a traditional fuzzy matching approach. In addition to the standard duplicate detection, AbiliTec allows us to identify individuals who, for example, have:

- Moved house
- Changed name/married
- Both

From our research, the use of AbiliTec results in around 5-10% more accurate recognition/matching of customers and prospects – an immediate return on marketing investment.

Acxiom's Bureau Services in detail (continued)

Suppression screening

Acxiom has full access to all of the 'industry standard' Suppression files. This means we can:

- Ensure cost effective mailings with less wastage
- Improve response rates
- Improve data accuracy
- Protect your brand
- Reduce customer/prospect complaints

Examples of Suppression files used include:

- Purity
- Mailing Preference Service
- Telephone Preference Service
- Gone Away Suppression (GAS)
- The Bereavement Register (TBR)
- National Change of Address (NCOA)

Teleappend

Acxiom supplies its clients with the most up to date telephone numbers available - via a combination of our extract from the BT OSIS database and Acxiom's Telesource product.

Key benefits are:

- Using our AbiliTec product, we consistently deliver highly accurate match rates using the extract from the OSIS database, making more numbers available to our clients for their customer and prospect campaigns
- Excellent match rates against TPS –

therefore reducing wasted calls and complaints (brand protection)

- Ensuring that our clients stay within DMA compliance guidelines and the law

UK, Europe and Global

We are able to process data from multiple European countries, and indeed elsewhere in the world.

Some of the key Acxiom benefits include:

- Support for a wide range of clients across many industry sectors
- Solutions ranging from entry-level Bureau Services and Customer Data Integration through to support of realtime CRM solutions
- Specialisation in 'Best of Breed' solutions in the countries our clients need us to be in. This enables us to deliver unbeatable multi-country solutions
- Provision of unrivalled UK, Pan-European and Global data for existing customer and prospect activity

Acxiom Bureau Services unique differentiators and benefits

Acxiom Bureau Services – solutions features

1) Experience

Over 35 years data management experience

2) Account support

Acxiom's knowledgeable, helpful, flexible and proactive account support teams

3) AbiliTec®-CDI

Unique reference based Customer Data Integration Technology

4) Acxiom customer information

Seamless integration with our market leading customer information

1) Experience

- Acxiom has over 35 years experience in name and address processing across 4 continents
- Our skilled associates have gained experience of every brief, every sector and every anomaly of name and address processing over this time
- Acxiom invests continually in its technology to ensure products are up to date and of the highest quality. All of this means that the investment provides accuracy, flexibility and speed to our clients' campaigns
- Our expertise is in data processing, our primary objective is to deliver first class results to you, to help you meet your business objectives

2) Account support

- Acxiom has over 7,000 associates focused on helping our clients use information to improve their marketing and business results
- No other company has this many people, expert in this field
- Our clients tell us our people make as much a difference as our solutions do, which explains why nearly three quarters of our clients are under long-term contract
- A dedicated Acxiom account team prides itself on being knowledgeable, helpful, flexible and proactive
- Our success is only guaranteed when we help our clients succeed

Acxiom Bureau Services unique differentiators and benefits (continued)

3) AbiliTec® - CDI

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.

Acxiom Bureau Services unique differentiators and benefits (continued)

4) Acxiom customer information

We can in-fill and append the market's widest choice of data, including:

- InfoBase™ Lifestyle Universe (ILU)
 - UK & Europe's largest and most accurate single source of marketing data (prospect pools & customer data enhancement)
 - Increase response rates through more accurate targeting and reduce associated costs involved with purchasing multiple lists
- 90% UK coverage via volunteered data & underpinned with the most up to date Edited Electoral Roll (ER)
- Plus a range of other 3rd party data sources including financial data and holiday data
- Acxiom continues to collect millions of new online and offline survey responses every year. This fresh customer information can be appended to your marketing data on a quarterly basis.

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 has unique Bureau Services that deliver high performance, great service and value for money. At the heart of these solutions is AbiliTec, Acxiom's revolutionary CDI technology.

3

There's no time to lose. With our unique capabilities and expertise, combined with your data and marketing strategies, the sooner you begin working with Acxiom, the more advantage you will gain.



■
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

Bureau Services from Acxiom. Featuring AbiliTec® Customer Data Integration.

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

+44 (0)20 8213 5500

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

ACXIOM[®]
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