

Campaign Management Solutions



Who is Acxiom?

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 & 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:



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 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.

Campaign Management Tools

What are they, and why would you want one?

“Campaign Management Tool” is the term used to describe software that allows marketers to create and run targeted marketing programmes that use internal or external data. Today, campaign management tools enable marketers to plan, execute, and track their campaigns with a degree of control and flexibility that would have been impossible even a few years ago.

Advances in computing technology have meant that whilst each tool varies in terms of specific features and benefits, all of them offer marketers benefits such as:

Use AbiliTec links to:

- Rapid counts and selections – all carried out by from a PC
- Graphical interfaces – enabling marketers to analyse and manipulate data without becoming IT experts
- Shortened campaign planning and execution timescales – enabling marketers to reduce time to market and be more reactive
- Integrated multi-channel campaign management – e.g., mail, email, phone
- Automated campaign reporting – enabling learnings to be identified and applied faster
- The ability to use or create analytical models to improve campaign response
- Support for customer or prospect segmentations

As the marketing mix continues to get more challenging, with marketers having to run campaigns using multiple channels, in multiple waves, and with an ever increasing focus on measurable ROI, campaign management tools have become an essential part of the marketer’s armoury.

Whilst there has been a lot of consolidation in this market in recent years, so there are fewer tools to choose from than there used to be, the ones that have survived and prospered have done so because they offer effective, proven solutions. The issue is therefore not a case of identifying a tool that is clearly superior (or avoiding one that is clearly poor), but instead it is about identifying the tool that offers the best fit with the marketer's specific requirements and budget.

Why talk to Acxiom?

Unrivalled Experience

With over thirty years' experience in helping companies improve results through the use of technology and data, a large part of our experience has involved helping marketers select, implement, and use campaign management tools. To support our clients, we have developed a number of approaches and facilities that are outlined opposite. However, what makes Acxiom different is the way we help marketers choose a campaign management tool:

Acxiom is:

- **A marketing services organisation**

With a deep understanding of marketing practice and processes, we are focused on how the tool will help our clients meet their marketing objectives and not on advocating a particular technology.

- **A company with complementary capabilities**

We will help marketers get the best out of their campaign management tool – data, analytics, database management and online marketing to name but a few.

- **An organisation that forges long-term partnerships with its clients**

We will therefore not disappear once a tool has been implemented but will offer ongoing advice and support.

Acxiom is not:

- **A software vendor**

True, we offer our own campaign management tools – Rapidus® & Smart DM Insight™, but Acxiom's primary business is customer information and customer information management. We offer clients a range of proven and cost-effective campaign management tools that between them meet the needs of marketers with all ranges of requirements and budgets.

- **A systems integrator or professional services company**

Acxiom is not in the business of maximising consulting fees for tool selection and implementation; Acxiom's process for tool evaluation is streamlined and focused on identifying key needs.

Our approach

A full range of services

As part of our own solution set, we have developed our own products, Rapidus® & Smart DM Insight™, as well as forging partnerships with the leading vendors of campaign management tools. They have a proven track record in creating tools that help marketers in different industries, and with different needs and budgets, to improve their campaign effectiveness.

To help marketers – irrespective of the tool – firstly make the right choice and then start using the chosen tool successfully, we offer a range of services that include:

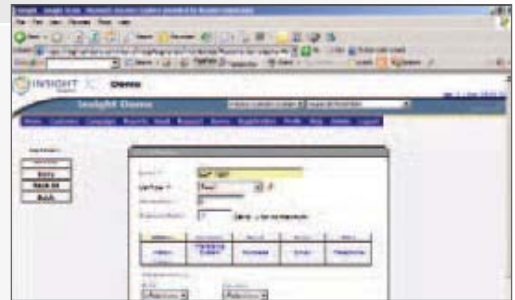
- Gathering, crystallising, and documenting campaign management requirements
- Campaign Process Review and Design, enabling marketers to improve the efficiency of their campaign planning and execution
- A structured evaluation process that matches requirements to the most appropriate solution
- A “Solutions Lab” where clients can see the different tools in action in one location
- Creation of a ‘Proof of Concept’ with the client’s own data to demonstrate that a tool really is the most appropriate fit
- Implementation of the chosen tool, including full project management and all technical aspects
- Additional data, e.g., a prospect pool or the enhancement of customer data with additional variables to enable accurate and sophisticated targeting
- Customer Data Integration to create the most accurate single customer view for campaign selections to be made from
- Marketing database design, implementation and hosting to ensure the campaign management tool is using the most current & comprehensive information
- Ongoing consultancy, e.g., analytics, data acquisition, data quality, data protection, multichannel contact strategy

Acxiom tailors its service to each individual client, and the list above demonstrates the comprehensive approach that we can bring to bear.

Smart DM Insight

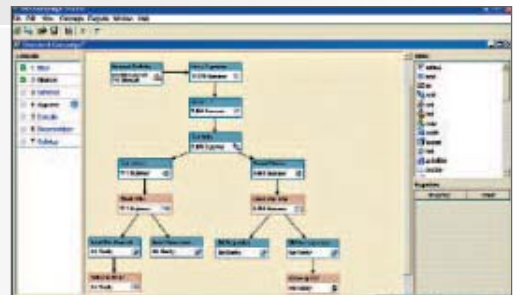
Smart DM is an Acxiom owned company, and Insight™ is its fully Web enabled database marketing system. It simplifies complex one-to-one communications and provides meaningful reporting for actionable insight. Its primary applications are database management, contact management, campaign management, e-mail delivery and results reporting.

Insight integrates customer and prospect data from multiple locations and in multiple formats into one marketing data warehouse, providing a complete view of customers and prospects. It provides the ability to segment data for highly targeted marketing campaigns using both online and offline media. Insight includes a powerful, easy to use e-mail delivery system that enables marketers to create and broadcast high-quality HTML e-mails and track and report on campaign results.



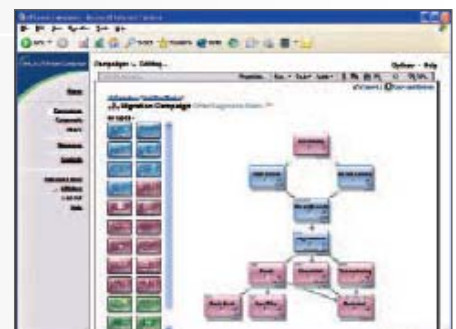
SAS

Acxiom in conjunction with SAS Marketing Automation helps organisations improve response rates and revenues from their marketing efforts by providing the ability to easily manage sophisticated, timely, personalised customer communication strategies. Built specifically to meet the needs of key members of the marketing process, SAS Marketing Automation (SAS MA) provides comprehensive data management, campaign management and advanced customer analytics in one integrated, easy-to-use solution.



Unica

Unica and Acxiom have partnered to deliver a complete marketing solution – from data to customer analysis to marketing software. Whether customer acquisition or customer retention is the primary focus, the Acxiom-Unica solution provides everything from in-depth customer analytics, marketing resource management, and on-demand generation software to enrich data and data services. Unica's software is designed to help businesses increase their revenue and improve the efficiency and measurability of their marketing operations.



What 3 things should I remember?

1

To be successful today, almost every business increasingly relies on having the right customer and prospect information they need at the right time. It should underpin all analysis, planning, marketing communications and customer service.

2

Information-driven marketing is more complex than ever before. More data is being generated by consumers and businesses, there are more channels, greater choice and the buyer is more informed, discerning and demanding. We feel this represents a massive opportunity for forward-thinking businesses.

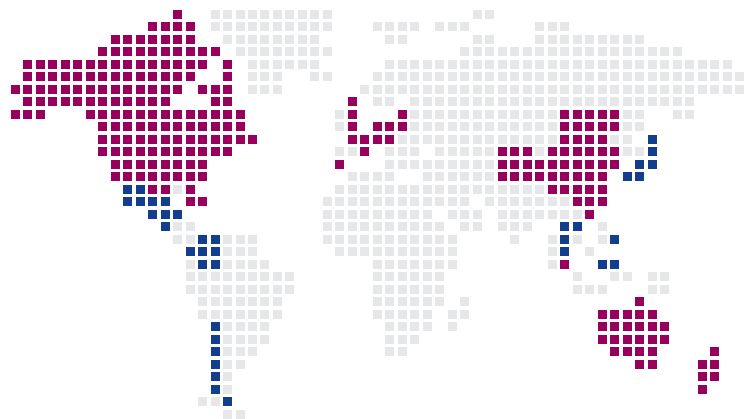
3

Acxiom is a pro-active and responsive partner who has been at the leading edge of information-driven marketing and information management for more than 35 years. Working across 4 continents our imagination and innovation has been backed up by delivering on our promises with unbeatable results. And, it's not just what we deliver that is impressive – it's how we deliver too.

To find out how you can gain an advantage through our campaign management tools and partnerships, contact your Acxiom Client Representative today on:

+44 (0)20 7526 5100

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



■
Offices located
in these markets

■
Services available
in these markets

US
Canada
Mexico
Puerto Rico
Colombia
Chile

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

**Campaign Management Solutions
– helping clients use information
to improve their marketing and
business results.**

ACXIOM[®]
WE MAKE INFORMATION INTELLIGENT™