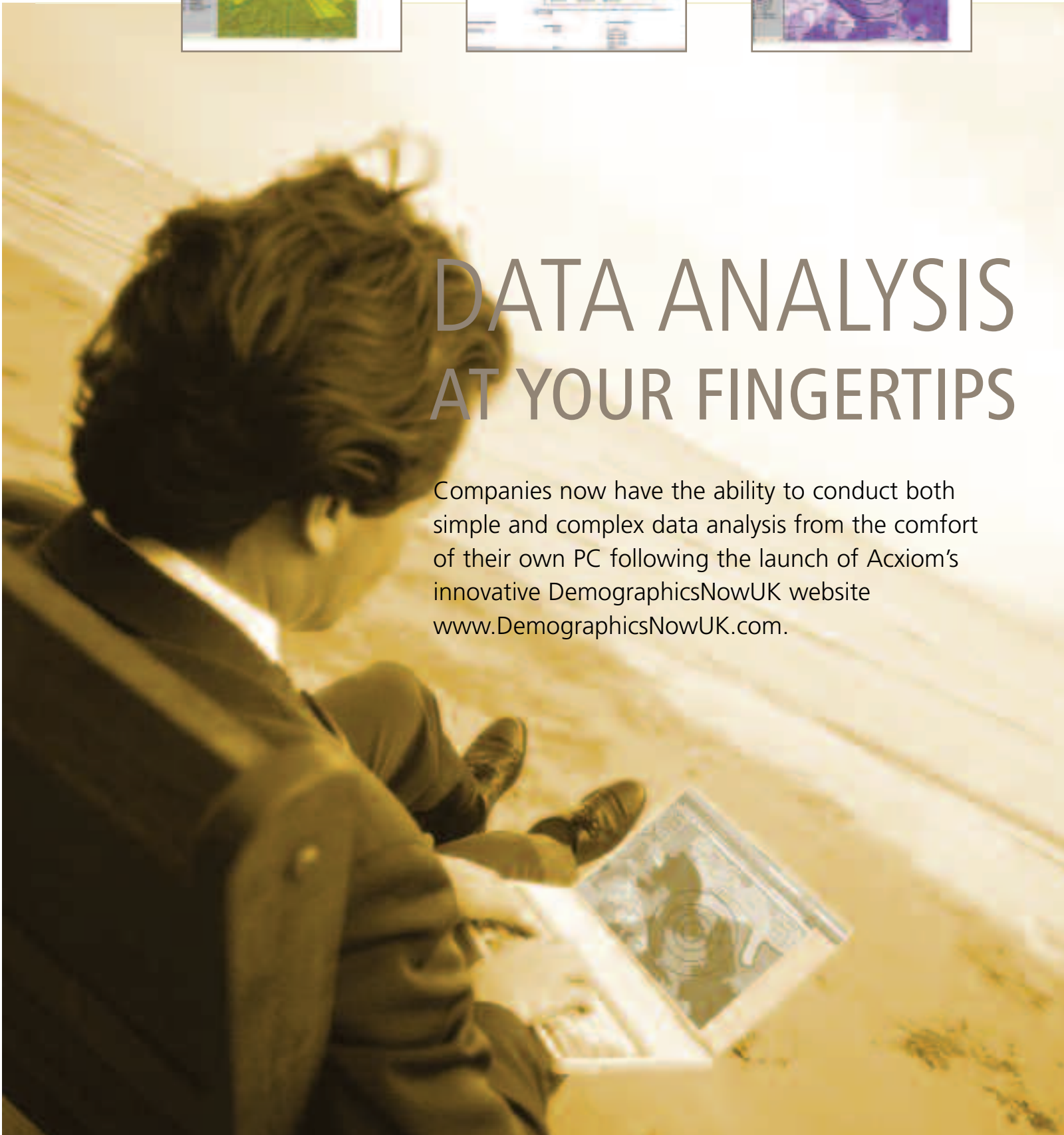


DATA ANALYSIS AT YOUR FINGERTIPS

Companies now have the ability to conduct both simple and complex data analysis from the comfort of their own PC following the launch of Acxiom's innovative DemographicsNowUK website www.DemographicsNowUK.com.



Through this portal users are able to create endless customised reports, using hundreds of variables, based on their specific business needs.

The hundreds of demographic and lifestyle variables available for analysis - including key lifestage indicators such as age, presence of children, income, tenure and marital status - enable companies of any size to carry out in-depth profile analysis at any level of geography. DemographicsNowUK allows multi-year trend reporting, provides true interactive online vector mapping and, in a first for the industry, enables sophisticated drive time analysis online.

Standard templated reports are supplied for key data sets. These run quickly at the click of a mouse and are formatted for direct publishing from Microsoft Word and Excel. It is also possible to access Acxiom's unique geodemographic segmentation tool, Personix Geo, via DemographicsNowUK. This classifies UK postcodes according to their demographic, lifestyle and behavioural profile and has many applications, such as targeting acquisition programmes, campaign evaluation, geographic area analyses as well as for linking customers to market research and to identify cross and up-sell opportunities within an existing customer base, across brands, services or divisions.

Mike Bridge, formerly Regional Intelligence Network Manager at Yorkshire Futures (the Regional Intelligence Network for Yorkshire and Humber), comments, "Although we have only recently launched DemographicsNowUK to partners through Yorkshire Futures, we have already been very encouraged by how much it has been used by them. We see it as a key resource for partners such as Yorkshire Forward, Local Authorities and sub-regional learning and skills councils in providing accurate and reliable data about their locality to help inform their future plans and activity."

A shopping list of Acxiom data is shown on the website so users can quickly transform their analysis into direct action by selecting the appropriate data. The service's architecture lends itself to use within an intranet or extranet environment, so it's accessible to, for example, branch managers or sales reps and it has permission-based access, so there can be different levels of access within each organisation.

The DemographicsNowUK site is being fully updated with Acxiom's latest Area Data and will be available together with a desktop version in the Spring. This will be another industry first as the software behind both the web version and the desktop version is complementary.

DemographicsNowUK has been designed and priced to appeal to a wide range of organisations. The entry level version costs £2,250 for an annual subscription, while a 2-month trial subscription only costs £500 and can be extended on a monthly basis. "By removing the complexity we have made DemographicNowUK not only an ideal entry-level product but also one that appeals to larger, corporate users," explained Stewart Dickson, Acxiom's Head of Spatial Business Intelligence. "It is customisable to meet client requirements, is both data and GIS independent and can be integrated with client systems. As it is fully conversant with the desktop equivalent, we are able to use a single technology to satisfy the whole marketplace from sole traders through to multinational enterprises."

The DemographicsNowUK site is being fully updated with Acxiom's latest Area Data and will be available together with a desktop version in the Spring.