



translates into 365 footprints per year. Multiply that by 50 million UK adults and you are looking at in excess of 18 billion individual marketing footprints per annum – one mighty batch of information to host, process and understand!

But the good news is, that precisely because of this prospective fragmented approach, Acxiom has been working to deliver an integrated multi-channel marketing and media optimisation solution which will enable marketers to apply customer insight and improve performance throughout the customer lifecycle - across all of the channels. It's tackling fragmentation head on through customer-centricity and understanding the 'interplay' effect between media. This unique methodology fundamentally turns the current day marketing mind-set on its head by using analysis at an individual level to understand the perspective of a single consumer. In other words, what is it that the customer wants to receive and through which channel? It means that instead of working with a traditional 2-dimensional approach (media mix over time), Acxiom can work in a 4-dimensional way by adding campaign offer and consumer insight to the marketing framework.

However this is not a shrink wrapped, off the peg solution, it is an opportunity to get under the skin of customers as individuals, having recognised that they each have unique preferences and choices to be made. Such customer insight will identify the target audience most likely to be responsive and the best media for reaching them. It will

make each targeted channel more effective at an individual and combined level as well as improving campaign execution, evaluation and media optimisation.

Looking to the bottom line, conversion to sale will be maximised by providing dynamic online personalisation – something that can make a real difference in terms of margins.

We have recently been working with a client who had identified an above the line channel that seemingly wasn't performing and they were ready to drop it from their marketing plans. Through this unique media interplay measurement, Acxiom has been able to convince them to re-consider their actions as the analysis results clearly suggest something different. Direct mail has, for instance, been much in the press recently as volumes continue to fall. But what must be remembered is that it has a greater influence than is perhaps being recognised – it's effectiveness, more as an awareness and information tool than as a direct response mechanism.

This complex measurement methodology gives accountability to the whole marketing mix, not just the last media to be used prior to conversion. Results have shown that Acxiom can reduce expenditure by in excess of 10% within 2–3 months by adjusting marketing mix – and we know how well received that would be at board level!

A FINANCIAL SERVICES CASE STUDY

TRACKING MARKETING SPEND

A major UK financial services company wanted to identify the extent of their marketing coverage and potential impact this might have had on their campaign performance. They asked Acxiom to use its multi-channel measurement methodologies to help them to do so. Following the launch of a new product, the organisation was keen to understand if their multi-channel marketing strategy had reached the audience as planned and to what extent overlapping communications might have influenced consumer purchasing decisions.

Acxiom analysed no fewer than 22 campaigns across 7 channels over a 20 week period. By assigning "likely reach" scores for each campaign and deploying the scores to each UK individual using lifestyle and demographic characteristics, coverage and campaign lifecycle information, Acxiom was able to understand which campaigns individuals, responders and converters were exposed to. Using general profiling methodologies, Acxiom was able to suggest that certain channels placed a stronger footprint on the responder and converter and vice versa thus enabling some initial recommendations on potential media mix changes and best use of marketing spend.

FAST FACTS

22.2% of consumers made 6+ mail order purchases last year

(Source: demographicsnowuk.com Acxiom)