

Acxiom Bureau Service Bundles

Clean



Over a 40 year period, Acxiom has continually invested in bureau technology and processes, enabling 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.

With the launch of Acxiom Bundles, we have been able to pre-package our bureau services into a format that allows us to cut our internal processing and people costs, savings which we are in turn then able to pass on to our clients. As such we are pleased to be able to offer our clients the benefits of Acxiom's bureau services for a fraction of the price of not only Acxiom's existing bureau services rate card, but standard bureau pricing in the market. Analysis has shown that the Bundles offer up to 53% reduction over a typical bureau for the equivalent piece of work.

The Clean bundle focuses on name and address quality. Its output is accurate, consistent and current contact data.

- Customer and prospect data is a company's strongest asset as it drives product development, sales strategy and marketing success. Its accuracy is crucial.

- Every year in the U.K
 - 175,000 new addresses are created
 - 1.5 million households move home
 - 35% of the movers leave no new address
 - 300,000 people get married
 - 150,000 get divorced
 - 580,000 people die
- Acxiom has spent decades perfecting methods for accurately manipulating name and address components for better matching, correcting data entry errors, recognising fraudulently presented names and validating accuracy of raw source data. We apply UK standards to improve deliverability, decrease mailing costs and enhance matching and recognition. Consumers that have moved can be tracked and updated.

**For more information on Bureau Service Bundles
call us on 0800 035 2755**