

Data processing that really delivers.
By people who really know data.

Campaign Processing



We know the difference quality data processing makes to your campaigns – because we know what quality data looks like.

When it comes to processing data for your direct marketing campaign, you can be confident that we'll deliver records that are clean, accurate and high quality. That's because quality data is at the heart of our business as owners of the UK's largest consumer prospecting universe – InfoBase™ Lifestyle Universe.

Avoid processing delays with Acxiom's leading-edge technology solution and sophisticated software to make sure your files are delivered where and when they are needed, regardless of the volume and complexity of incoming records. Using our fully supported campaign processing environment, your data requirements are met cost-effectively, on time, and to the right specification.

Get more out of your customer and prospect data with our market-focused solutions:

Multi-channel data

Whether your data is for direct mail, e-mail, telemarketing or a combination, our software is optimised to process, clean and match records from any source.

Address validation

Check and upgrade postal addresses using the Postal Address File (PAF) and the Electoral Register, as well as our purpose-built systems to enhance name, address and e-mail address records.

Tele-appending

Add and update phone numbers using a combination of our extract from the BT OSIS database and Acxiom's Telesource product. Then screen against Telephone Preference Services registered numbers to ensure legal compliance.

Data suppression

Meet industry standards for data accuracy and permission by screening against our wide range of licensed suppression files, reducing wastage and ensuring your marketing is fully compliant.

Get more from your data

Your best performing lists may not be the ones at the top of your existing deduplication hierarchy. But without tracking responses back to source, you might never spot these hidden gems. That's why our gross file analysis tells you how each list would have performed, regardless of where it went into the processing schedule.

Just another part of our comprehensive reporting that tells you what you need to know.

For more information about Campaign Processing services call +44 (0)20 7526 5100