

Exclusively or everyone.
Take our data the way that suits you.

Data Overview



Acxiom's data solutions are tailor-made for your needs, from a single question to the whole consumer universe.

Whether you want the largest mailable database of UK consumers or need to generate specific hot leads, Acxiom has a solution that's made to measure. Our lifestyle survey programmes deliver the most comprehensive coverage of actual data available, from demographics and lifestyles to purchasing patterns, preferences and on-line activity.

Pick from individual sources or take selections from our pooled data universe. And if you need exclusive prospects, sponsor survey questions to get truly bespoke data. Our data solutions include:

InfoBase™ Lifestyle Universe

- 38 million addressable individuals – the largest prospecting universe on the market
- 55 per cent real data from UK individuals – more than double the volume of actual data available anywhere else
- Deepest selectable variables from market-leading lifestyle databases The Lifestyle Selector, BehaviourBank and Consofile
- 74 million additional records available for data enhancement

BehaviourBank

- 6.5 million individuals in 4.2 million households for customer acquisition mailings
- 340 core variables, consistently surveyed via the National Shoppers Survey Research Opinion Panel
- Mail order responsive file
- UK population profile, with C2D bias
- Regular data refreshes 2/3 times per year

Consofile

- 10.5 million individuals in 6.5 million households
- Mail order responsive file
- UK population profile, with C2D bias
- Regular data refreshes 2/3 times per year
- 30% of files with telephone number

InfoBase™ Lifestyle Selector

- 14.6 million individuals in 8.9 million households
- 12 demographic and 59 lifestyle questions
- Unique high-volume registration card distribution
- Strong BC1C2 coverage
- Weekly refresh rate of 50,000 new records

Email selector

- 4 million individuals
- 1,800 sections including gender, marital status, age bands, occupation, credit card ownership presence and age of children and lifestyle
- 100% opted in email addresses
- All with valid postal addresses

Lead generation

- Online real-time leads 24/7 direct to your database
- Paper based survey leads delivered twice a year
- Option of specific question or brand qualified direct response advert
- Opportunity to generate leads from a 2 million cross section of UK population every year

Telephone numbers

- With TPS continually growing, Acxiom has invested huge resources in collecting additional telephone numbers
- 3.5 million files from those publicly available
- All Acxiom provided telephone numbers are available for selections with in-depth lifestyle, demographic and sector specific information
- Data is up to three times more responsive than that of standard public domain data

Demographic & lifestyle datapacks

- Robust data at Super Output Area / Postal Sector level and above
- Over 300 variables, updated annually
- An alternative to the 2001 census
- Available in Acxiom's GIS suite of products

For more information about the full range of Acxiom data call +44 (0)20 8407 7000

