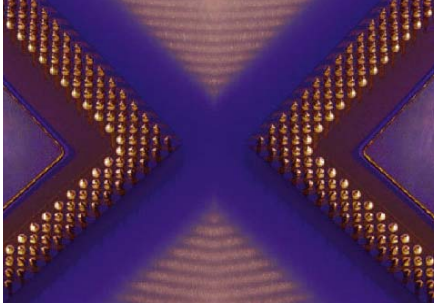
Make every communication count

Acxiom Email Marketing



ACXIOM® WE MAKE INFORMATION INTELLIGENT™

Addressing the needs of complex enterprises

Acxiom's email marketing solutions comprise the industry's most complete email product and service offering. Our digital marketing service teams and technology platform manage and deliver campaigns to over 40 countries in more than 20 different languages from our offices in the U.S, Europe and Asia.

As the founding innovator of email marketing, our technology and service teams have been deploying best practices and delivering results-oriented campaigns for nearly 10 years. We are uniquely organised to meet the diverse service needs of complex enterprises with our multi-national, multi-lingual account teams and a flexible staffing model.

Today, marketers can transform their email messages into high-performance, integrated campaigns. These campaigns target and optimise each visitor's experience while interacting with our website, search and thirdparty banner ad programs as well, leveraging the power of other Acxiom data products and solutions to deliver unparalleled revenue, conversion and return on investment.

True enterprise support

Acxiom's proprietary campaign management and analytics platform, IMPACT™, can be used by clients directly on a self-serve or collaborative basis, or with our Acxiom teams providing full program support.

Industry leadership

Acxiom maintains an influential role in the deciding factors that affect online marketers. As a result, our digital marketing services clients are proactively armed with the latest strategies and best practices, rather than having to react to issues after they occur.

Key Email Marketing features

- *Deliverability first* — Thanks to the proliferation of spam, delivering even permission-based email is no longer simple. Acxiom digital marketing services is recognised by industry figures like Pivotal Veracity and JupiterResearch as outstanding in our ability to deliver email and report on it accurately, helping clients manage costs and drive incremental revenue in their email marketing efforts.
- *Transactional messaging* — The industry's first and leading solution to easily and quickly transform standard confirmation and invoice messages into revenue generating dynamic cross-sell and up-sell tools.
- *Triggered messaging* — Communicate with your prospects and customers at the right time with the right message. Use visitor behavior and other events to launch a messaging strategy to target high-value opportunities, one at a time.

Timeline of innovation and success:

- 2007: Industry 1st — Dynamic website personalisation integrated with email, search and acquisition media services.
- 2006: Industry 1st — SMTP to HTML transaction email transformation
- 2005: Early leader in RSS integration.
- 2004: Industry 1st — Search marketing integrated with email and acquisition media services.
- 2003: Industry 1st—Deliverability reporting and anti-spam solutions. Lobbying efforts, congressional testimony and drafting assistance for the CAN-SPAM Act.
- 2002: Industry 1st — Invented sender authentication. Founding member of Email Sender and Provider Coalition. Launched online privacy practice.
- 2001: Launch of marketing strategy, media planning and customer acquisition.
- 2000: Industry 1st — Integrated analytics and campaign management software. Launched in-house creative agency.
- 1999: IPO, early leader in campaign integration across media channels.
- 1998: Industry 1st — Data mining, one-to-one messaging and full service digital marketing solution.
- 1997: Industry 1st — Created standard for email sensor and one-to-one tracking.

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• *Lifecycle email* — Help visitors to become customers and customers to become repeat customers. Communicate with your customers during key points in your relationships with them.

• *Field marketer* — Whether your sales and marketing teams are spread across the country or across the world, it's easy for them to manage their digital campaigns. Field Marketing Consolidator offers easy-to-use and personalised templates that give your field marketing force autonomy while ensuring complete corporate compliance and coordination.

Integrated digital marketing services

Our vision is to offer clients best-in-class technology and provide exceptional services to ensure program success. Our approach is to help solve individual client needs, whether simple or complex, integrated or stand alone. By coordinating communications across channels in an integrated, customer-centric approach, we help drive superior, sustained increases in return on marketing investment.

Email marketing allows marketers to:

- Easily and quickly transform standard confirmation and invoice messages
- Develop a message strategy to target high-value opportunities
- Communicate with customers during key time periods
- Manage digital campaigns across geographical locations

Find out what Acxiom can do for you.
For more information, visit our website at
www.acxiom.com/digital
or call **0800 035 2755**

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