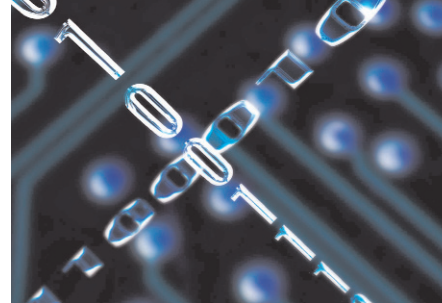


# InfoBase-X<sup>®</sup> Affordability Customer Acquisition



## Identifying who to target to in a changing economy

As consumers adjust their borrowing and spending patterns to reflect the changing economy it is increasingly important to understand what influences a consumer's decision to buy. Who is in the market for your product, who can be cost effectively acquired and who has the potential to become a valuable customer?

The unique information available across UK households through InfoBase-X Affordability provides the ability to deliver effective marketing campaigns based on consumer behaviour and exposure to a changing economy.

Affordability is comprised of over 100 variables ranging from expenditure outgoings, credit and debt behaviour to income indicators including household level discretionary, disposable and equivalised income.

These specific household variables can be used to select the most targeted campaign lists to increase response rates, reduce mail wastage and so improve ROI and revenue.

Linked to the largest most accurate consumer database in the UK, InfoBase Lifestyle Universe, Affordability provides an immediate prospect list of up to 40 million individuals and 26 million households.

### Affordability can help your business

- Prioritise households that can afford your products and so improve targeting and increase ROI

- Rank households based on their ability to buy, mailing only to those likely to purchase and so cut wastage associated with mailing prospects who may not respond
- Over time recognise the changes in consumer purchasing behaviour and set realistic acquisition targets based on future spend
- Align targeting strategies with economic changes to accurately allocate marketing campaign spend.

### Affordability can help your industry sector

- **Telecoms** providers can identify
  - prospects 'feeling the squeeze' for price-led acquisition campaigns
  - when a household's financial status takes an upturn for well-timed up-sell promotions
- **Retailers** can recognise families who will be most responsive to coupons and special offers for loyalty card or promotional offers
- **Financial Service** providers can deselect prospects whose priorities do not currently include savings and investments
- **Credit card** providers can identify households where debt consolidation is a key priority.

A well known animal charity substituted income with InfoBase-X Affordability's Equivalised Income in a targeted mailing campaign and improved response rates by more than 100%.

For more information about Acxiom's InfoBase-X<sup>®</sup>  
Affordability solution call us on 0800 035 2755

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