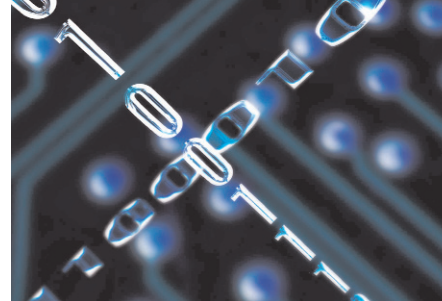


InfoBase-X[®] Affordability

Customer Value Optimisation



Optimise customer value through effective marketing strategies

Increased marketing costs and decreasing marketing budgets mean it's more important than ever to understand the value of your customer base, identifying what range, mix of products and price points are most appropriate to offer them to optimise their current and future value.

Many households will prioritise paying debt in the coming year as a way to plan for larger purchases next year so understanding those customers who may appear to be thrifty this year but have the means to spend next year will be critical in long term planning and growth for any company.

Not all buying habits are temporary and the economy has forced many consumers to permanently change their approach to the products and services they adopt. This shift is most evident in the move to online research and comparison sites that seemingly put the power in the consumer's hands. Linked with Acxiom's Channel Preference solution, Affordability can optimise your communication touch point strategy. Affordability can help you deliver the best product at the most appropriate price point, with the most relevant message, through the right channel to the audience most suited for long term high value customer sustainability and growth.

Affordability can help your business

- Understand and calculate the potential of customers to buy more from you

- Understand the key drivers in customers' changing spend patterns and subsequent value
- Predict likely changes in customers' future spending behaviour over the longer term
- Identify customers' emerging channel preferences and understand how to integrate them into your marketing programme
- Ultimately develop effective marketing strategies to realise the potential value of your customers i.e. cross-sell and up-sell opportunities based on who can afford to increase their spend with them, optimised price plans based on how price sensitive a household is and their current demand for value for money.

Affordability can help your industry sector

- **Telecoms** providers can identify individual customer 'headroom' and maximise the effectiveness of cross-sell and upsell programmes
- **Retailers** can react quickly to upturns in customer wealth as and when they happen, driving increased footfall and online traffic
- **Financial service** providers can predict the future needs of customers using Affordability's quarterly updates to create relevant individualised targeting strategies.

InfoBase-X Affordability helps to identify your low-value customers with the potential for long-term growth and sustainability. It will identify trends over time and show how households shift their behaviours in response to the economy. Marketers can quickly react to changing consumer behaviours with updated pricing and product packaging.

Prudential, the largest pension provider in the UK, said a recent survey showed that people were halving the amount they were saving into pension plans.

Source: Daily Telegraph

For more information about Acxiom's InfoBase-X[®] Affordability solution call us on 0800 035 2755

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