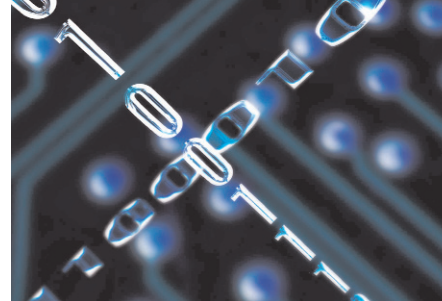


InfoBase-X[®] Affordability Insight and Analytics



Understanding your customers and predicting behaviour in a changing economy

The current unique economic climate has proven less predictable than previous difficult times. Historically, it has been when economic climates worsen that savings ratios rise; however, given the rising costs of living, many households simply do not have cash left at the end of the month to invest in savings accounts.

Affordability paints a detailed economic picture of the consumer in terms of their discretionary income, level of assets, credit behaviour, level of outgoings and financial cushion, as well as help determine the most meaningful tone of each tailored message and communications channel. The result is stronger customer relationships, higher retention rates and overall improved customer satisfaction.

Affordability can profile a consumer database and build a portrait of the overall economic status of each household. This portrait will provide insight into each consumer's likely level of spend on items such as petrol, housing fuel, technology and holidays, how much each household earns as well as their economic stability. These portraits can then be applied back to a customer base to enhance the transactional data already held on

every consumer. In addition, individual models can be derived to score consumers for specific business application such as retention, up-sell or cross-sell activities.

Affordability can help marketers prioritise existing customers into groups based on their degree of financial commitment, effectively identifying households who are living above their means or, conversely, showing who can continue to afford their products and services regardless of falling interest rates or higher costs of consumable products.

It is important to remember that segmentations do not last forever and that as the UK population and economy shifts over time a household's cluster classification may also change. These changes must incorporate how each household continues to be affected by the market fluctuations. Affordability's segmentation classification is no exception; changes will be reflected quarterly and so identifying early how to address the shifts in your customer base. Marketers can act as shifts occur, optimising their marketing plan to the new customer profile.

With InfoBase-X Affordability, high value consumers with the economic wellbeing to remain your customer can be prioritised, creating a marketing programme around the economic profile of each consumer.

Affordability can help your business

- Segment customers according to their current levels of financial commitment and disposable income
- Track those changes over-time to identify their individual buying potential
- Create meaningful customer groups based on purchase history activity and financial insight
- Add more weight to transactional based customer analysis.

Affordability can help your industry sector

- **Telecoms** providers can add depth to their customer database and use Affordability's quarterly updates to identify key sales opportunities as customers' circumstances change
- **Retailers** can identify the link between customer spend and changing customer wealth to support targeted and cost-effective communications
- **Financial Service** providers can understand more about the sudden changes in customers' saving / investment behaviour and initiate targeted communications to help combat this.

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



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