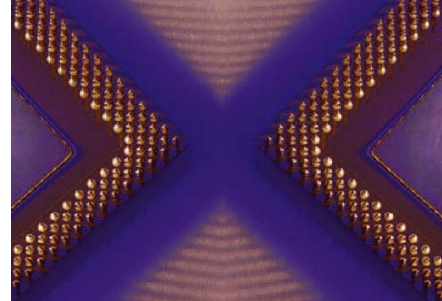


Make every communication count

Website Personalisation



Measurable results, greater return on investment

Today, marketers can transform their websites into high-performance assets that target and optimise visitor experiences resulting in increased conversions, decreased abandonment, and overall return on investment (ROI). Acxiom Website Personalisation combines our hosted technology platform, site IMPACT™, with experienced professional services, to deliver measurable improvements in marketing performance.

Acxiom Website Personalisation can also be used in conjunction with other Acxiom solutions, such as email, search and display ads, providing a true multichannel program that delivers increased revenue and conversion.

High acquisition costs and low conversion rates challenge online marketers

Today's Internet users are savvier, less patient and exposed to an increasing number of irrelevant offers. As a result, conversion rates are declining and costs of acquisition are increasing. Your prospects and customers are on the Web for a multitude of reasons. Some are trying to resolve issues. Others are trying to accomplish a plethora of tasks. Do you have a way to listen to their needs and respond?

Powerful and easy to deploy, Acxiom Website Personalisation is the choice for online marketers who seek superior performance for their online channel.

Whether visitors arrive at your website via direct request, through email, search or third-party display campaigns, they will receive highly relevant and consistent messages about your brand and offers.

How it works

Acxiom Website Personalisation is a full-service hosted solution that uses JavaScript tags, which are easily placed on a client's site. These tags allow the Acxiom team to replace or add key content to a site, ultimately creating a more relevant experience. For added flexibility, content can be delivered via placeholders, layers, or pop-ups/popunders.

Our client team works with clients to fully understand their goals and the desired outcomes. From this, a detailed strategy is developed and campaigns are created and deployed using our site IMPACT platform.

Some example uses of Personalisation include:

- **Email or search campaign follow-through** — For visitors coming from search and email campaigns it is important to make the experience consistent throughout. Our client teams work with clients to develop follow-through strategies that build off of the work already done with email and search. For example, if a visitor comes to Widget Co.'s site by searching for red widgets, why not feature red widgets at key points

Key integrated Acxiom digital marketing solutions:

- Email Marketing
- Website Personalisation
- Customer Acquisition
- Search Marketing
- Agency Services
- Relevance-X™