



# INFOBASE® ACQUISITION

Optimising every engagement

Consumers use and can be communicated with via multiple channels, but there is no longer one channel marketers can use to be sure they are reaching the majority of their target audience. It is imperative to be able to identify consumers across channels and to analyse and understand what is driving their behaviours with a common currency. Such multi-channel insight demands accurate customer recognition and a common, accurate consistent dataset. The companies that crack this problem and apply their insight across channels will be those that dominate the new marketing landscape.

**Consistently the top-performing national coverage file in client head-to-head evaluation.**

Axiom has been helping clients acquire new customers for more than 45 years and has built up the strongest data assets and capabilities available in the UK. InfoBase data holds the key to such extensive insight that will enable you to optimise your marketing spend.

## Fast Facts: InfoBase Acquisition Value

Coverage:



High-coverage solutions underpinned by a national file that reaches more than 80% of marketable UK adults, providing truly omni-channel marketing, extensive reach that is scalable and linkable with social media and display advertising.

Relevance:



More than 500 demographic, lifestyle, behavioural and property elements alongside niche, market-specific predictors that are readily available to select in-market target audiences with an appropriate message.

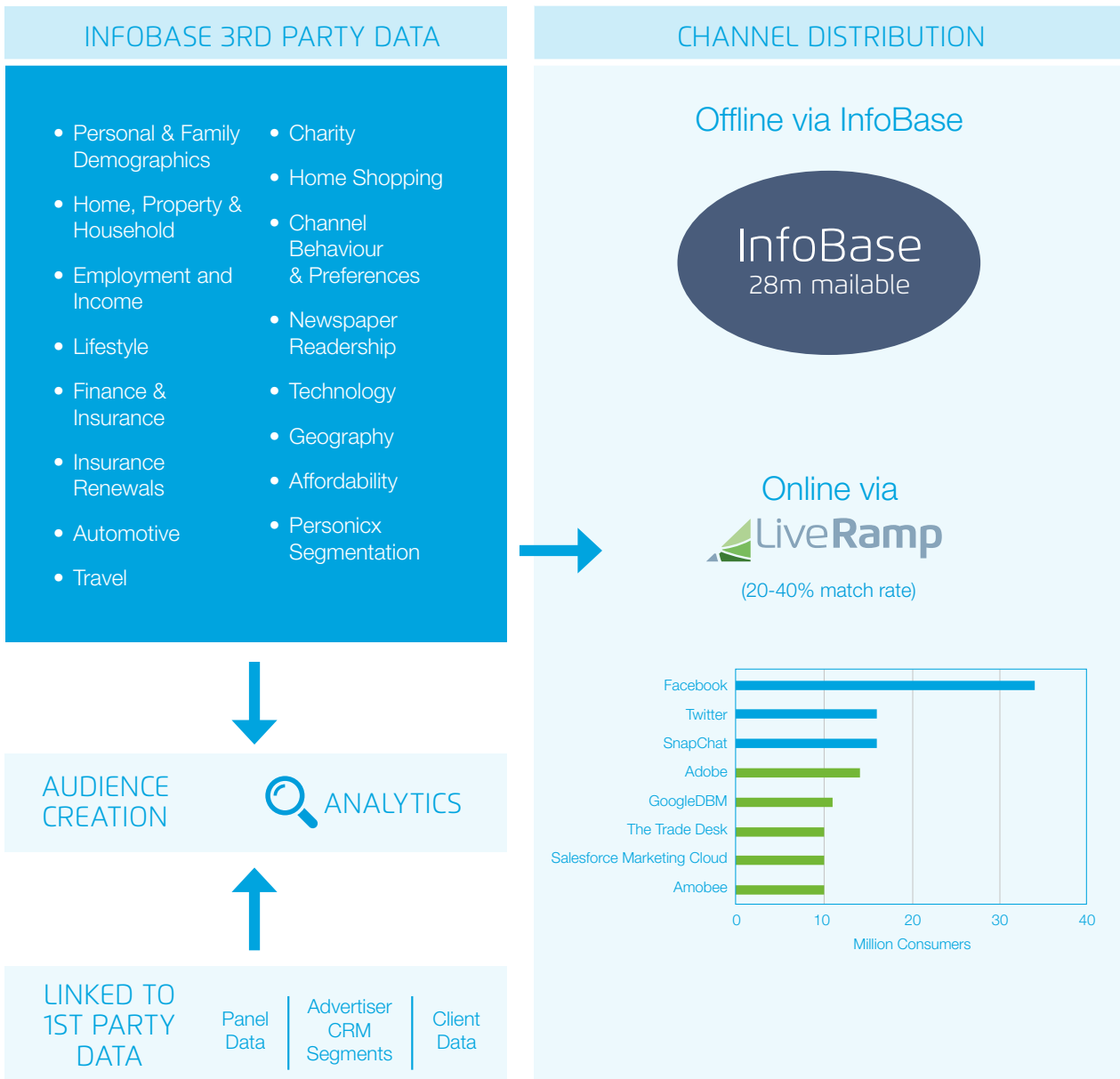
Quality:



50% of the data points behind our segments are based on actual data collected directly from the consumer via our unique multi-channel program. It incorporates 601 million consumer transactions and responses, making marketing more accurate and relevant to everyone.



Core data and strong predictors, linked to 1st party data, enabling multi-channel prospecting.



## INFOBASE ACQUISITION DATA ENABLES YOU TO:

- Identify the most profitable prospects for new business
- Determine the optimal message through insight
- Communicate via the right mix of channels/ multi-channel marketing
- Increase response rates and grow revenue
- Improve ROI
- Reduce marketing expense
- Acquire valuable customers

Want to know more? To find out more about InfoBase speak to one of our account managers on **020 7526 5265**.



**Major Offices:** Austin • Boston • Chicago • Conway • Little Rock • London • Munich • New York • Paris  
Philadelphia • Redwood City • San Francisco • Shanghai • Singapore • Sydney • Tokyo • Warsaw  
**acxiom.co.uk • ukenquiries@acxiom.com • 020 7526 5265**

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