

# ACXIAM HYGIENE SERVICES

## Clean and enhance digital and offline data globally

Contact data decays at a conservative estimate of 2 to 3 percent a month. That means as much as 36 percent of your data needs cleansing every year. Accurate data is foundational, whether you are a marketer looking to successfully engage with consumers and deploy impactful campaigns or a company that needs to stay in touch with its customers to inform them about its services.

But why does data change so quickly? Because people change. They change jobs, homes and names. They divorce, marry, move, and move again, resulting in millions of changes in consumer information each year. The complexity of managing these changes and the fragmented interactions with a consumer is daunting.

Additionally, consumers engage with brands in an increasing number of ways across a multitude of ever-growing channels, including digital, social, mobile, email, direct mail, customer service lines and more. Bad data leads to a bad experience across touch points, which can frustrate and alienate loyal customers. CCPA and other emerging consumer privacy regulations make clean and complete data more imperative than ever.

## KEY BENEFITS

Acxiom's identity hygiene services help brands:

Ensure consumer data is consistent and accurate to fuel marketing and operational efforts

Better know your customer for end-of-year campaigns and get your data clean and ready for CCPA

Improve data accuracy to enable resolution of data into an optimized view of the consumer for marketing and other applications such as master data management and customer data platforms

Minimize redundant and duplicate data for optimization of infrastructure, storage, communications and processing

Help maximize postal campaign discounts and effectiveness

HYGIENE



RESOLUTION



MANAGEMENT



ASSURANCE



CONSULTING



