



ACXIOM DATA

# UNPARALLELED GLOBAL CONSUMER INSIGHTS

## UNDERSTAND AND ENGAGE CONSUMERS EVERYWHERE BY LEVERAGING THE WORLD'S BEST DATA

Marketers looking to deliver exceptional experiences need exceptional insights and data. Exceptional data provides the window into truly knowing and understanding audience needs, wants and preferences.

- Enhance Understanding of Audiences and Engage Them Across Digital and Offline Channels
- Power More Relevant Engagement and Experiences
- Enable Acquisition, Upsell and Cross-Sell and Retention Efforts
- Fuel More Robust Analysis & Predictive Analytics

Acxiom provides the most comprehensive, global suite of consumer insights in the market, harnessing data about real people across the most sources of data to power precise audience targeting and people-based marketing. Acxiom leverages data to help brands succeed by understanding more about known or anonymous audiences, building digital and offline audiences, completing contact touchpoint data, and distributing data to leading platforms and publishers.



ENHANCEMENT



AUDIENCES



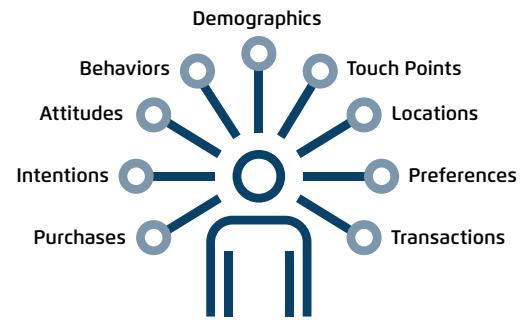
AUDIENCE DISTRIBUTION

With more than 50 years of data expertise, Acxiom has perfected the process to ingest, clean, match and enhance omnichannel datasets at scale in a privacy-conscious way. Acxiom's full scope of data and insights covers the globe with reach of 2.5 billion addressable consumers across the Americas, APAC and EMEA.

## ENRICH CUSTOMER DATA WITH THOUSANDS OF DESCRIPTIVE INSIGHTS

- Largest collection of multi-sourced consumer insights available with more than 11,000 attributes in over 60 countries across the globe
- Comprehensive consumer enhancement with unrivaled detail, accuracy and coverage at individual, household and geographic levels

The most accurate and powerful third-party descriptive and predictive data<sup>1</sup> can enhance your first party files and enables you to better understand the needs, wants, and preferences of your audiences. Acxiom-branded offerings include InfoBase, Personix, and Audience Propensities along with partner-branded offerings.



## FIND YOUR MOST VALUABLE AUDIENCES ACROSS ALL CHANNELS

- Premier source of audiences for digital and offline customer acquisition
- Thousands of audience selectors
- Custom look-alike audience creation
- Available for display, search, social, video, mobile, email, postal and phone

Whether using off-the-shelf seasonal or special interest data packages or building a specific audience target with the help of Acxiom data specialists, you can tap into high-quality, limitless combinations of data to meet the brand's specific campaign needs.



## CONNECT WITH FAST, FLEXIBLE AUDIENCES EVERYWHERE

- Build, deliver and connect audience data anywhere, anytime.
- Highly intuitive interface and thousands of attributes for real-time decisioning
- Deliver seamless experiences across channels and devices in a privacy-conscious way
- Distribute to hundreds of partners at the touch of a button



<sup>1</sup>Data availability and distribution options vary by country.

### WHY ACXIOM AUDIENCES

#### Most Complete Data Offering

Most countries, most attributes

#### Better Data

Consistent leader in competitive studies

#### Experience

Most experienced data scientists in the field

#### Extensive Distribution

Distribute high-value audiences globally

#### Best Coverage

Greatest quantity of marketable consumers

#### Data Stewardship

Industry leadership in privacy/compliance

To learn more about the world's best data, contact us at [info@acxiom.com](mailto:info@acxiom.com).

**acxiom**