IDENTITY BUILDER™
POWERING OPTIMAL CUSTOMER EXPERIENCES

acxiom®

When customers or prospects browse a website, sign up for loyalty, make a purchase online or in store, or call for support, visibility into their digital and offline behavior, preferences, purchases and other interactions is critical. Brands require the capability to access data across an enterprise, create and maintain a unified consumer view and deliver consistent information for the optimal consumer experience.

DELIVERING BRAND-SPECIFIC IDENTITY GRAPHS

Acxiom Identity Builder™ the cornerstone of the Acxiom Real Identity™ portfolio, powers enterprise identity graphs that hold all the identifiers that correlate with individual consumers. It combines digital and offline first-party data with third-party insights using a mixture of deterministic and probabilistic matching and proprietary algorithms to connect and maintain consumer identity across touch points, devices, channels and identity relationships. The result is an enterprise-specific identity graph spanning the known and anonymous realms with persistent RealIDs™ for individual, household, site, business or any customizable need representation. It empowers brands to maintain consumer identity over time and build real relationships.

HOW IDENTITY BUILDER WORKS

Identity Builder synchronizes identity data used across the enterprise by establishing brand-specific recognition rules, groups and global identifiers. Acxiom has expertise in building brand-specific identity graphs across a wide range of industries with starter kits and industry best practices to speed time to market.

Identity Builder is designed to:

- Integrate a brand's own intelligence into the graph as well as second- and third-party data for greater insights
- Handle high-volume core processes for graph build and maintenance of constantly changing consumer data
- Leverage third-party referential graphs to provide insights and connections not available with first-party data on its own
- Deliver "always on" support for real-time, interactive and core batch processing
- Accommodate multi-national solutions by supporting specialized match rules in each country

COMPLIANCE IS CRITICAL

Today's environment of increasing legislation requires a solution that can nimbly adapt and respond to government regulation and consumer reporting requests.

Identity Builder's simplified data lineage tracking enables:

- Traceability of data residing in an enterprise identity graph at any point in time to meet compliance requirements for evolving legislation such as California Consumer Privacy Act (CCPA) and General Data Protection Regulation (GDPR).
- ForgetMe capability to ensure opt-out and delete requests are honored in future interactions
- Reduced time and cost for manual data stewardship

iD REAL IDENTITY™
BY ACXIOM

WHY IDENTITY BUILDER?

- Amplifies enterprise-level use cases across operations, marketing and data governance

- Consistently connects consumers across touch points, devices, and channels

- Reconciles ever-changing consumer information over time

- Provides seamless access to the world's largest, neutral and open identity graph for improved identity resolution

- Enables the balance of precision versus reach and uses the optimal consumer contact touch points based on use case

- Supports a preferred consumer view tailored to the unique lens of the brand

- Integrates smoothly into existing systems and cloud hosting options and scales with a brand's growing and changing business needs

- Removes organizational information silos and creates a true "lifetime value" for each customer

- Provides the identity foundation to fuel better spend of marketing dollars from look-alike audience creation to media optimization

> " In 2017, 27 billion devices were connected using Internet of Things (IoT). This number is expected to increase to 125 billion by 2030, which will put about 15 connected devices into the hands of every consumer. The $170 billion IoT market is expected to grow to $561 billion by 2022.

Source: martechadvisor.com, March 4, 2019.

REAL IDENTITY USE CASES

CONTINUITY
Ensure relevant and timely customer experiences throughout the customer journey with continuity between digital and known channels and timely insights for elevated engagement.

PERSONALIZATION
Deliver highly personalized offers and engagements to high-value audiences, based on a holistic customer view across all channels.

OPTIMIZATION
Amplify existing master data management and customer data platforms and client-owned marketing and analytic environments with first-in-class, scalable identity capabilities.

REAL-TIME RESOLUTION
Access real-time digital identity resolution via a scalable API in the cloud to enable next best offer, website personalization and improved call center service.

COMPLIANCE
Comply with CCPA, GDPR and future regulations with a real-time API enabling authentication, look up and removal.

ANALYTICS
Activate Real Identity inside existing marketing environments to achieve highly accurate, closed-loop measurement across all channels and devices.

Acxiom Real Identity solutions help the world's biggest brands accurately identify and connect with consumers anytime, anywhere – and over time – to create exceptional experiences. Only Acxiom delivers global identity solutions at scale across multiple use cases and platforms to ensure clients have and keep a competitive edge in all people-based activities.

> To learn more about how Acxiom can work for you, visit acxiom.com/identity or contact us at info@acxiom.com.