



OPTIMISE EVERY ENGAGEMENT

INFOBASE® UK

Acxiom has been developing data-driven solutions for the world's biggest brands and has over 50 years of experience creating relevant insight and driving marketing effectiveness through data. Designed on a unique set of broad and rich data sources, ethically processed to create anonymised insights across all UK addresses, InfoBase will evolve and continue to bring relevant insights to market from innovative data sources.

Market Challenges

- The digital revolution has changed the rules of customer engagement
- Relevant customer insights are essential for driving personalised experiences
- Brands need to navigate complex data ecosystems and privacy regulations
- Data enablement across multiple platforms is becoming increasingly sophisticated

INFOBASE VALUE

InfoBase is a fully anonymous data solution, offering insight across all UK addresses. It provides a rich source of marketing intelligence into segments and cohorts of individuals, while robustly protecting the identity of people. Create experiences that build trust in your brand and generate sales, empowering you to engage in more relevant conversations with your customers. Through improved customer intelligence you can optimise cross-sell opportunities, increase customer loyalty and drive growth.



BROAD AND RICH DATA SOURCES Accurate insights generated from a combination of Acxiom's own rich historic data and publicly available sources, complementing first party data. Better understanding of customers and prospects, ROMI and simpler data sourcing built into a single Acxiom product.



IMPROVED AGGREGATION TECHNIQUES TO MEET UK GDPR REQUIREMENTS Granular and accurate insights, that have been fully anonymised and therefore not subject to the UK GDPR. Innovative approach to creating insight data at a unique level of geography specifically designed with the objective of protecting the consumer's privacy and optimizing the performance of the data for marketing.



SIMPLIFIED ACCESS AND USE VIA APIS, WITHIN PUBLIC CLOUD, ADTECH AND MARTECH PLATFORMS Insights can be used quickly within the client's own data science and marketing team. Customers can save technical resources and achieve benefits of marketing campaigns quicker.



BUILDING PEOPLE RELATIONSHIPS AND INCREASING MARKETING EFFECTIVENESS

InfoBase is designed to enable brands to enrich first-party data with descriptive and predictive insights of their customers and prospects, enabling in-depth analysis, modelling and segmentation.



INSIGHTS AND ANALYTICS

- Design and execute effective marketing strategies
 - Understand key segments
 - Drive relevant messaging
- Modelling to predict consumer wants and needs



AUDIENCES

- Precision segmentation and audience creation
- Create and distribute tailor-made audiences
 - Target high-value customer segments
- Deliver consistent omnichannel experiences

DATA INSIGHTS

The next generation of InfoBase UK offers insights across all UK addresses about typical occupants of the property or cohorts of similar properties nearby.



GEOGRAPHY



HOME AND PROPERTY



OCCUPATION AND EMPLOYMENT



MEDIA AND CHANNELS



TRAVEL



LIFESTYLES AND INTERESTS



FINANCIAL PRODUCTS



INCOME AND AFFLUENCE



AFFORDABILITY MEASURES



PERSONIX AND SEGMENTATION

FOR MORE INFORMATION
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