



ACXIOM DATA QUALITY AND ACCURACY



Acxiom is committed to providing our clients with data products of the highest quality that meet their overall business needs. We have pioneered a number of industry best practices for data quality management, and we continue to invest in strategies for driving further improvement.

WE USE MULTIPLE STRATEGIES TO MAXIMIZE DATA QUALITY

Acxiom is not a data originator — we compile data from partners to create our data products. We follow a rigorous set of processes to ensure our data products meet the highest possible standards for quality, including:

CREDENTIALING DATA PARTNERS Every supplier must complete a credentialing process that includes validating articles of incorporation, legal search, and more to ensure they are a legitimate, ongoing commercial enterprise.

ETHICAL DATA SOURCING Every supplier must complete an accreditation process to validate that their data is collected in an ethical manner and permissible for transfer and subsequent use by our clients and partners.

MULTI-SOURCING AT THE ELEMENT LEVEL Wherever possible, we use multiple data sources to provide maximum accuracy and coverage for each data element.

APPLYING ADVANCED ALGORITHMIC LOGIC Thousands of business rules are used to consolidate data from multiple sources and determine the best value for a specific data element.

DATA VALIDATION AND CLEANSING We normalize data for consistency and match records against our identity graph to spot duplicates.

QUALITY ASSURANCE TESTING We perform numerous tests throughout our build process and investigate significant changes to avoid introducing errors into our data.

ANALYZING CLIENT FEEDBACK We compile and analyze feedback from clients to determine if data from a particular source should be eliminated.

WE ADDRESS DATA QUALITY ACROSS A NUMBER OF DIMENSIONS

Our clients use a range of criteria to evaluate the quality of our data products, similar to how a car buyer might make a purchase decision based on a combination of speed, fuel efficiency, carrying capacity, and overall design. Key criteria include:

ACCURACY The degree to which data values are correct.

COVERAGE The percent of individuals or households for which a data value exists.

CONSISTENCY The extent to which data is collected in the same way over time and by multiple suppliers.

TIMELINESS The frequency of data updates in relation to how fast the data changes.

VALIDITY The extent to which data values have the correct format, data type, and range.

UNIQUENESS The presence of multiple records for the same person or household.

We take all these factors into account as we develop new products and advance data quality in our current offerings.

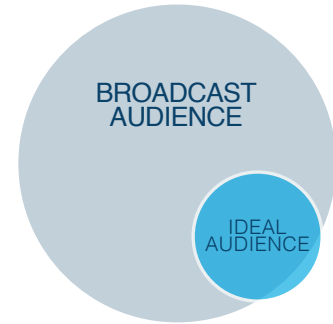
WE OPTIMIZE OUR PRODUCTS TO MEET A RANGE OF BUYER NEEDS

The relative importance of different aspects of quality can vary widely depending on how data is used. For example, accuracy is more important than coverage when data is used to validate the identity of an individual, improve health outcomes, or prevent fraud. On the other hand, a marketer may prefer to maximize timeliness and coverage over accuracy in order reach consumers during a short window when they may be considering a purchase. To address different needs in the market, we offer a range of products that use different data sources, which are governed by different data use rules including law, co-regulation, and ethical data use policies.

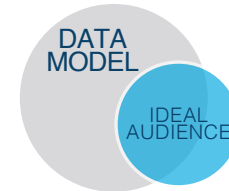
Marketers are primary buyers of our data offerings. They typically want our help to create better customer experiences and narrow the focus of their outreach to the individuals that are most likely to respond to a specific message. Primary concerns include eliminating duplicate records in their database and ensuring that contact information, such as names, postal addresses, and phone numbers, are accurate and up-to-date. Acxiom's products in these areas offer industry-leading accuracy.

Marketers also often ask us to help them create audiences for a campaign. We use many approaches to address this need, including the creation of predictive models on top of the core data we compile and manage. For example, a model may combine data on age, income, magazine subscriptions, and loyalty club memberships with algorithmic logic to predict whether consumers might be golf enthusiasts. While inaccuracies can occur with this approach, marketers find that models allow them to increase efficiency and expose fewer individuals to irrelevant ads.

DATA CAN REDUCE EXPOSURE TO IRRELEVANT ADS



Broadcast approaches cast a wide net to reach a target audience



Third-party data models can increase efficiency even if they contain some inaccuracy

ALTHOUGH DATA QUALITY HAS IMPROVED DRAMATICALLY, THERE IS MORE TO BE DONE

Over the past few decades, Acxiom has driven substantial improvements in data quality through a number of initiatives including driving the adoption of ethical data sourcing practices throughout the industry, sourcing data from more suppliers, accelerating refresh cycles, and applying advanced machine learning techniques to the development of data models.

While these efforts have yielded significant results and placed us in a position where we regularly come out on top in comparison tests, we believe everyone in the industry should work together to address the root causes of data quality issues and drive further improvements. By increasing transparency, control, and trust, ethical data providers can make it easier for consumers to share accurate data with brands in return for better customer experiences.

TO FIND OUT MORE, email info@acxiom.com.

acxiom[®]

acxiom.com
info@acxiom.com