Acxiom Advanced Recall Solution

THE ULTIMATE SOLUTION FOR FASTER AND MORE ACCURATE COMPLETIONS

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A SEAMLESS RECALL IS A SUCCESSFUL RECALL

Recalls are an unfortunate part of the automotive experience. But manufacturers can turn these events into loyalty building moments by making the recall process as seamless as possible. Today, recall communications tend to be a complicated process. Vehicles rapidly move through the market, changing owners every few years. Over time, OEM & supplier customer databases become outdated and the current owner is no longer known.

Traditional recall solutions can't keep up with today's omnichannel world. Solutions rely on siloed consumer identities, a single channel for outreach, and are fraught with inaccurate data and inadequate privacy controls.

Acxiom's Advanced Vehicle Recall Solution is designed to more accurately identify second, third and fourth owners of vehicles affected by recalls. Acxiom's one-of-a-kind solution leverages Acxiom's consumer data expertise and critical industry / technology partners to quickly identify affected consumers, reach them through their preferred communication channels, and accurately measure repair progress. This translates to higher repair volumes with transparent reporting for regulatory agencies.

OUR ADVANCED VEHICLE RECALL SOLUTION DELIVERS THE FOLLOWING BENEFITS:

Deliver better recall response rates through more targeted communications

Improve consumer safety through higher recall completion rates

Minimize brand damage and save lives by quickly reaching the right vehicle owners

Positively impact NHTSA relationship and mitigate against civil penalty assessments

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Traditional Approach	VS	Acxiom Solution
No strategic consulting	Strategic Consulting	Deep experience delivering recall solutions
Work with legal teams and restrict opportunities	Regulatory Compliance	Guide legal on possibilities while ensuring highest data compliance in the industry
Uses basic reporting and occasional analytics	Sophisticated Machine Learning Models	Advanced Machine Learning models that swiftly guide teams to the best solutions, leading to more effective campaigns and reduced spend
Basic or no segmentation	Segmentation	Cutting-edge segmentation leads to precise behavioral messaging, creative and channel selection
Best-guess creative strategy	Data Driven Creatives	Leveraging advanced segmentation strategies to develop 'data-driven creatives' to more effectively communicate to individuals
Basic registration and customer data providers	Premium Data Services	Highly regulated and hard to find data, now permitted for recall solutions

OUR UNIQUE APPROACH

STRATEGY FOR ONGOING SUCCESS

Our industry-leading data strategists assess your existing recall campaign activities and performance, current KPIs and broader recall goals to tailor an optimal plan. We design unique customer notification solutions for each and every client with an eye on maximizing speed to repair and minimizing cost.

DEVELOPING A COMPLETE CUSTOMER VIEW

Acxiom has partnered with a diverse and exclusive set of automotive industry leaders for unsurpassed data, insights and technology integration culminating in the most efficient and cost-effective vehicle recall notification and outreach solution available. We leverage industry leading campaign solutions, applications and trusted, compliant downstream vendors for channel specific notification distribution and support.

OPTIMIZE YOUR OMINICHANNEL CAMPAIGNS

Our industry-leading identity management capabilities recognize and link individuals across data files to create a complete 360-degree view of the vehicle owner that powers highly targeted omnichannel campaigns.

ENABLE THE CLEANEST INFORMATION POSSIBLE

Acxiom has developed the Advanced Recall Engagement Engine to identify, build and activate customer segments from a carefully selected consortium of data (vehicle registration, owner and recall). Our soxlution supports ingestion, processing and hygiene of files to enable accurate vehicle and ownership information.

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ACXIOM'S EXPERTISE IN DATA AND BEST OF BREED PARTNERSHIPS ENABLE THE GREATEST REACH OF RECALLED VEHICLES

Export
Scrapped
Other
"Off-the-Road"
Stolen
Unreachable

○ **Export**
- Used by all major carriers to verify their won shipments
- Includes date + country vehicle exported to
- Coverage = every waterborne shipment imported/exported through US ports since 2007

○ **Other**
- 5 years Old
- Not Registered for 3 Years
- Validated by Additional Sources
    - Vehicle History Report
    - License Plate Sightings

- Handling of CA, AZ, and PA records
- + Canadian Registration
- + 13 other Countries with VIN data

○ **Unreachable**
- USPS DPV Coding
- Return Mail

○ **Stolen**

○ **Scrapped**
- Branded Destroyed
- Scrapped
- Branded Title Codes
- Yes/No Indicators

ADVANCED MACHINE LEARNING AND LEADING CAMPAIGN MANAGEMENT TOOLS FUEL OMNICHANNEL ENGAGEMENTS

Acxiom integrates leading campaign tools within the Advanced Recall Engagement Engine to support omnichannel marketing across direct mail, email, phone, and digital. Leveraging our best-of-breed marketing partnerships and advanced machine learning models, our expert algorithms score your vehicle owner data to determine the most effective channels for outreach to drive quick campaign notification.

OPTIMIZE YOUR MESSAGING IN REAL-TIME

Acxiom's Advanced Recall Solution integrates with leading personalization and CMS platforms to optimize messaging in real-time, be it through a brand website or other channels such as email and SMS.

EXCEPTIONAL CLOSED-LOOP REPORTING

Our Analytics team delivers powerful post-campaign analytics and day-to-day campaign measurement services that provide actionable insights to improve recall performance and campaign strategy.

LEGAL AND COMPLIANCE EXPERTISE

For 50 years, Acxiom has been a global leader in data stewardship. Acxiom is a leader in connecting online and offline data in a privacy conscious manner, leveraging our proprietary Safe Haven environment for secure data processing (including stripping of PII, matching, encryption and transformation). We put the right protections in place so you can utilize data with confidence to deliver exceptional customer experiences.

RISK EXPERTISE THROUGH ACXIOM VERIFY

Acxiom Verify can help you locate, identify and verify customers – even those with little to no credit history – from our repository of billions of U.S. consumer records. Acxiom Verify for Auto Recall provides:

- Up to 10 email addresses per person
- Up to 5 phone numbers per person (both cell and landlines)
- Phone type (cell, landline)
- Most recent postal address

WHY ACXIOM

EXPERIENCE
50 years of data, identity and data management experience

TRUST
Largest data governance and ethics program

SERVICE
Exceptional service delivery and client retention

ACCURACY
Most accurate data across the globe

To learn more, visit **acxiom.com/adobe** or email **info@acxiom.com**.