

**WELCOME**  
TO A  
**WORLD OF**  
**MARKETING**  
TO  
**ONE**



acxiom®

# KIND OF KNOWING YOUR CUSTOMER IS NOT A STRATEGY

Consumers hold more power than ever before. They are mobile. They are social. They are informed. The days of the passive consumer are gone. They want a relationship with the brands they know and trust, which requires those brands to make them part of the conversation. That's today's connected customer experience — where brands are engaged at the individual level and making every consumer feel important.

So what's the problem? It comes down to recognition. Many marketers lack a clear view of their customers. The closest they get is "kind of knowing" who they are. Delivering an exceptional experience takes knowing customers — not guessing who or where they are. It's understanding that online and offline are one big marketing ecosystem and building a strategy that doesn't sacrifice one for the other. Then it's having the insight to connect to each customer individually and build long-lasting relationships that earn trust. This is where marketing to one begins.

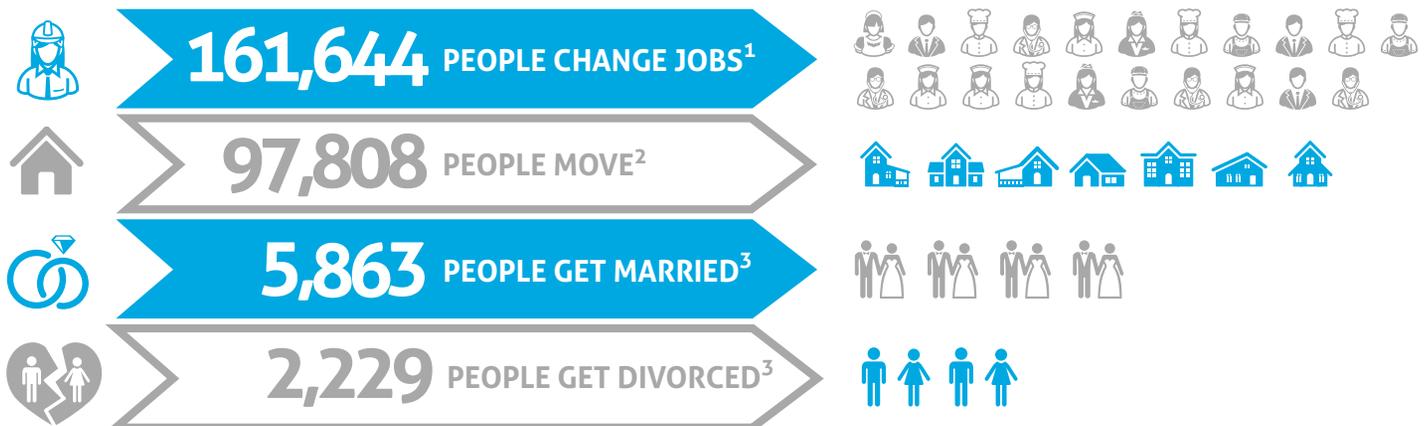
► We can deliver that power to you.

## YOU NEED AN ADVANCED LEVEL OF RECOGNITION

Did you know that up to 25 percent of a marketer's dataset changes each year? It's natural because change is inevitable with people. They change jobs. They get married. They get divorced. They move. You can easily see how this leads to millions of changes in customer information each year. Add to that the explosion of channels — web, mobile, social — in addition to traditional ones. That's why recognition has never been more important to marketers than it is right now.

When you engage Acxiom, you harness the power of AbiliTec® — the best customer data management technology in the marketplace. Combined with Acxiom's world-class data and intelligent recognition algorithms, it can resolve seemingly disparate data to an individual persona. More than 45 years of historical data and patented matching technology will accurately link records, even if the information is outdated or incomplete.

### THE RECOGNITION CHALLENGE EVERY DAY IN THE U.S.



<sup>1</sup> United State Department of Labor Bureau of Labor Statistics, <http://www.bls.gov/news.release/jolts.nr0.htm>

<sup>2</sup> United States Census Bureau, <http://www.census.gov/newsroom/press-releases/2015/cb15-47.html>

<sup>3</sup> Source: Division of Vital Statistics National Center for Health Statistics, [http://www.cdc.gov/nchs/nvss/marriage\\_divorce\\_tables.htm](http://www.cdc.gov/nchs/nvss/marriage_divorce_tables.htm)

# GET A SINGLE VIEW OF EVERY CUSTOMER

Imagine being able to match your customers at various life stages and across touch points to build an accurate, comprehensive customer view. You'll be able to fuel modeling, analytics and multi-channel marketing campaigns to increase revenue, enhance customer acquisition/retention and increase lifetime customer value.

What does it look like from your customers' perspective? Now that you are marketing to them in personal and relevant ways, they see more messages that resonate with their lifestyle. In turn, they are more willing to offer their trust and loyalty to your brand. You have a share of mind that is only possible via a more intimate connection.



## THE AXIOM SOLUTION POWERED BY ABILITEC



Acxiom's AbiliTec brings together your disparate representations of a consumer to enable a single, current and accurate view of each customer. It combines online and offline information for a more accurate representation.

## INDUSTRY-LEADING MATCH RATES\*

- 42 percent more accurate identifying a consumer at their old and new address than the next closest competitor
- 23 percent more accurate in identifying consumers based on email

\*See 2015 AbiliTec Comparison Study

## ROBUST DATA SOURCES

- More than 5 billion historical occupancies
- Up to 40 years of occupancy history



## NEW WAYS TO EXTEND YOUR REACH

In addition to the standard AbiliTec offerings of individual and address Links, Acxiom has introduced additional ways to expand your capabilities to connect and recognize consumers across households and channels.

**Household Link** — Acxiom recognizes consumers within the four walls of a household and extends the view beyond the physical address. By providing a household link, we enable clients to recognize all the consumers in a household — revealing not only the head of household and buyers but the influencers as well.

**Sparse Data Input** — Much of the data coming from interactions with consumers online is incomplete; marketers have to do more with less. AbiliTec can help marketers achieve omni-channel success with an increased number of sparse input options:

- Name and Email
- Email Only
- Name and Phone
- Phone Only
- Name and IP Address
- Name and Latitude/Longitude
- Name and ZIP Code

## ARE YOU READY TO BUILD POWERFUL CONNECTIONS?

Precision marketing takes precision knowledge — and that's what Acxiom delivers. We provide greater customer insight at the customer level, whether it is online, offline or both. That means less time and money spent on ineffective marketing and more time spent on having meaningful, intimate interactions. That's called marketing to one, and that's how you play to win.



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To learn more about how Acxiom can work for you, visit [acxiom.com](http://acxiom.com) or call us at 888.3ACXIOM.

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