

ConsumerInsight by Acxiom

Grow your consumer-driven business faster with clean, complete Leads and Contacts for targeted sales to consumers — with just-in time gold standard consumer data from Acxiom.

Clean Consumer Leads

Incomplete, incorrect Contacts and Leads in your Salesforce implementation waste your salespeople's time and reduce their trust in the information's quality.

ConsumerInsight by Acxiom is the best app on the market that provides a complete, trusted consumer view to keep your salespeople focused and successful. With it, you can:

- Transform incomplete data into actionable leads
- Eliminate maintenance of constantly-changing contact information
- Spend less time prospecting and more time closing

Target with Insight

Great customers are hiding right where you can see them, in your Salesforce implementation. You just need to find and engage them. If you're using Salesforce for connecting with consumers, as opposed to business contacts, it's common to find incomplete, inaccurate or even misleading data that stifles your sales efforts and reduces productivity. Converting Leads and Contacts into customers often requires a deeper understanding that goes beyond purchased leads or your company's interactions with them. How much more effective could you be in reaching your sales and marketing goals if you could target based on insight into your most desirable prospects' demographics, needs, interests, attitudes and behaviors?

ConsumerInsight by Acxiom gives you the functions you need, right inside your Sales Cloud or Service Cloud org, to reach, attract and retain customers across multiple channels — with privacy-compliant descriptive and predictive data that goes beyond your corporate walls. Identify and reach the Salesforce Contacts and Leads that match specific consumer criteria to precisely target your sales and marketing campaigns. Target the right consumers with the right message and offer at the right time with world class consumer data literally at your fingertips.

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Accuracy and Coverage

Acxiom's ability to recognize consumers across time, location, and channels is unique in the marketplace. It is grounded in a decades-long effort to build the most reliable knowledge base of consumer and household information, and to make this information available for appropriate sales and marketing purposes with a high degree of accuracy across all channels and devices. Acxiom recognizes 90-95 percent of U.S. consumers in a way that's privacy-compliant and direct-matched, underpinning your journey to being a "Customer Company".

Privacy

Acxiom's privacy leadership helps your company avoid potential landmines when using consumer data. Acxiom is a pioneer and leader in the ethical use of data through compliance, legislative relationships, awareness, education, accuracy and security. Acxiom appointed the industry's first Chief Privacy Officer and continues to lead data protection and privacy through industry associations and at all levels of government. For Acxiom's view on privacy, visit www.acxiom.com/privacy.

The Industry Leader to Trust

Acxiom is an enterprise data, analytics and software-as-a service company. For more than 40 years, Acxiom has been an innovator in harnessing the powerful potential of data to strengthen connections between people, businesses and their partners. We're focused on creating better connections that enable better living for consumers and better results for the businesses that serve them. Acxiom serves more than 7,000 global clients and powers billions of data transactions every week.

