



THE RIGHT DATA MIX DELIVERS BETTER RESULTS

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Bank marketers understand the value of demographic, behavioral and credit data to make acquisition models and media audiences more effective while uncovering and assessing new market opportunities.

Most are supplementing their first-party data with at least one third-party data source so they can use a robust set of person-, household- and property-level variables like household composition, home value, economic stability and hobbies and interests to inform their targeting and segmentation.

Traditionally, these third-party data sources have been an essential ingredient in getting a complete picture of prospects and customers. That remains true, but today

there are a myriad of sources that can deliver additional precision and value, including:

- 1 Determining the offer a person can properly afford
- 2 Understanding the economic stressors on a household
- 3 Knowing the vehicle a person is looking to purchase
- 4 Assessing how much money a person typically spends on travel

Marketers need to partner with a known and trusted curator of these specialized and nuanced data sources. Such a partner can point them in the right direction to unlock the best sources and the best insights to ensure they can successfully execute their brand strategy.

By accessing specialized data sets, marketers increase the likelihood of reaching the right person with the right offer using the right tone and the right timing. That certainty is critical for personalization strategies. Bank and financial marketers want to ensure the “next best action” being communicated is relevant to the person

receiving it. Supplementing first-party data with curated and specialized third-party data will enable brands to interact in a more dynamic way with customers and prospects, allowing offers and communications to answer an action taken by a person in a certain moment.



ACXIOM INFOBASE®

With more than 260 million known and marketable individuals in its database, Acxiom has the critical data spine, offering the highest level of precision with close to census-level populations. To that spine, thousands of InfoBase demographic, property, lifestyle and interest attributes can be appended for targeting, segmentation, analytics and modeling.

Plus: InfoBase can be enhanced and optimized with digital connectors to create a comprehensive addressable universe for better-performing digital campaigns.

Now, Acxiom brings premium, specialized partners into the mix.



ACXIOM PARTNER MARKETPLACE

Commerce Signals® Actual card purchase transactions help estimate people’s spend at different retailers.

USE CASE:

leverage this data to identify buying behaviors and create segments for card products with different value propositions (travel, foodie, etc.)

Polk By HIS Markit These are the most robust automotive marketing data solutions, spanning the entire consumer lifecycle.

USE CASE:

offer an auto loan directly to a person who is in the market for a particular vehicle.

NCSolutions This comprehensive purchase-based CPG data covers 100% of American households.

USE CASE:

create segments of customers and prospects by interests, based on recent purchase behaviors.

Equifax Get a direct measurement of wealth, economic and credit-based insights.

USE CASE:

identify people at certain affluence levels and market investment or wealth management services.

ANALYTICS IMPLICATIONS

Data and analytics are interdependent. Segmentation schemes and acquisition models cannot work without good data, and data can take you only so far on its own; every collected element needs to also be connected, tested, and evaluated. For example, Acxiom has a client whose media audiences were enhanced with people-based card swipe data, resulting in a significant lift in sales over the prior approach. These precision strategies have consistently delivered better results.

Specialized data sources, like the data in the Acxiom Marketplace, can and should augment the core first- and third-party data. Additionally, establishing a rigorous lift evaluation and measurement strategy with clear success metrics will be critical to the successful integration of new data.

MEDIA PERFORMANCE IMPLICATIONS

Just as analytics and data are inter-related, so is the first-party identity graph and data. In the run-up to third-party cookie deprecation, marketers have begun to embrace their first-party data strategies. The future of programmatic media execution has larger, smarter addressable input universes. Informed by and sourced from the brand's identity-fueled data layer, addressable audiences may be delivered to a DSP or directly to a publisher. When more data is attributable to an individual, the likelihood of finding that person in the paid media space increases. Reach improves. This approach is a powerful one, giving brands a renewed sense of control and transparency to media execution, whether using an agency partner or an in-house team.

PERSONALIZATION IMPLICATIONS

Marketers focused on best-in-class customer experiences will find that the more they know about their customers, the better they can anticipate needs and deliver value. Marketing decisioning engines need a constant feed of data to drive personalization models, especially if optimizing using artificial intelligence or machine learning. Without a robust data and identity foundation feeding decisioning, these engines cannot deliver a premium personalized experience.

CONCLUSION

The demand for more robust and more precise third-party data has increased significantly in recent years to complement the investments marketing organizations are making in their first-party data. People with the most robust portraits are more recognizable in more places, and by extension, they are more reachable. Best-in-class marketers should consider how specialized data sets can help unlock personalization and acquisition strategies.