



THE WORLD'S MOST POWERFUL INSIGHTS—ENHANCE, ENGAGE AND ACQUIRE

INFOBASE®

In today's connected world, people expect personalized experiences at every turn. Marketers looking to deliver those experiences need one thing: Data—exceptional, comprehensive data to enhance the understanding of their audiences.



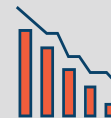
Axiom InfoBase delivers accurate and powerful third-party descriptive and touch point data to nearly all addressable U.S. consumers. This single source provides comprehensive insights with more than **1,500 attributes** for U.S. people and households.



Increases the accuracy and predictive power of marketing efforts



Improves response rates



Reduces marketing costs

Axiom data has powered targeted marketing efforts for almost **five decades**, and today it powers engagement in the digital ecosystem—all while protecting privacy and anonymity. Axiom also fills in the gaps in your customer contact information by providing current email, telephone and address information.

EXAMPLE INFOBASE AUDIENCE DATA ELEMENTS:

- ▶ **INDIVIDUAL DEMOGRAPHICS**
age, gender, ethnicity, education, occupation
- ▶ **HOUSEHOLD CHARACTERISTICS**
household size, number/ages of children
- ▶ **FINANCIAL**
income ranges, net worth, economic stability
- ▶ **LIFE EVENTS**
marriage/divorce, birth of children, home purchase, moves
- ▶ **INTERESTS**
sports, leisure activities, family, pets, entertainment
- ▶ **BUYING ACTIVITIES**
products bought, method of payment
- ▶ **BEHAVIOR**
community involvement, causes, gaming
- ▶ **MAJOR PURCHASES**
automotive, home purchase
- ▶ **GEOSPATIAL INSIGHTS**
Geocoding of Lat/Lon, Census and InfoBase aggregates at Block, Tract, DMA, ZIP+4

THE INFOBASE PORTFOLIO INCLUDES:

InfoBase Enhancement—the leading consumer data-append product, supplies descriptive data for use in analytic, segmentation and targeting applications. Hundreds of elements enable users to segment, analyze and model data, resulting in accurate targeting and more predictive modeling.

AUTOMAKER GENERATES \$20 MILLION INCREMENTAL REVENUE

An automaker sought to target audiences most likely to purchase a luxury vehicle. Acxiom appended InfoBase and Audience Propensities to the automaker's owner files and attitudinal surveys to create look-alike models and identify high-propensity prospect audiences. Acxiom consolidated digital exposure, email response and owner data in its privacy-compliant omnichannel environment to enable attribution.

- **Campaign generated more than \$20 million in incremental revenue, selling over 700 vehicles**
- **Influenced the incremental sale of 5,000 models across other carlines**
- **More than 20x revenue return on investment**

INFOBASE MOBILE AND PHONE a premier source of names, addresses, and telephone numbers for over 215 million records. Compiled from multiple sources and updated monthly, this telesource base of names, can be employed for appending and confirming phone numbers and recognizing names/addresses associated with phone numbers.

INFOBASE SUPPRESSION facilitates compliance with privacy regulations. Suppression improves results and decreases fraud by eliminating undesirable or unresponsive individuals. It suppresses individuals such as those found on the FTC, state attorney general and DMA do-not-call files, as well as the deceased.

INFOBASE EMAIL linked to Acxiom's database of more than 260 million people in the U.S., with approximately 1.1 billion associated email addresses, InfoBase Email can be used to append emails to your customer base for contact or digital onboarding, find alternative contacts or link disparate datapoints by email.

INFOBASE GEO provides a snapshot of household attributes – counts or percentages, area means and area medians — for a particular geography to enhance geospatial analysis. InfoBase Geo consists of five aggregated data packages: demographics, retail, financial, property and interests. Each package can be provided at eight standard levels of geography — ZIP + 4[®], block group, tract, ZIP Code[™]¹, county, state, CBSA and DMA[®]². InfoBase Geo can be used with analytical and geospatial software to enable research and market analysis, to understand the geographic context of current customers, to find more customers and to determine optimal marketing mix.

¹The following trademarks are owned by the United States Postal Service[®]: ZIP + 4[®], ZIP Code[™] and ZIP[™].

²DMA[®] is a registered service mark of The Nielsen Company (US), LLC, and is used pursuant to a license from The Nielsen Company (US), LLC.

WIRELINE PROVIDER RETAINS MORE RELOCATING CUSTOMERS

Ninety percent of people who are moving relocate within 100 miles of their current residence. A major wireline provider knew the company that reached these customers first with the most compelling offer would win their business. Acxiom InfoBase Enhancement and InfoBase mobile and phone data quickly delivered new addresses for the wireline provider. This enabled the provider to:

- **Increase revenue by an estimated \$5 million based on reaching 5% more movers**
- **Reduce return mail by 35%**
- **Achieve a 95% match rate on movers' addresses**

INFOBASE CONSUMER AUDIENCE offers the premier source of marketable names and addresses for digital and offline customer acquisition in the U.S. The lists are multi-sourced and updated regularly to ensure marketers can leverage the most accurate and actionable intelligence available. InfoBase Consumer Lists are held to the highest standards in meeting name and phone suppressions required by the Federal Trade Commission and state do-not-call regulations, DMA mail and phone suppression files, as well as deceased and prison suppressions.



CONSUMER LIST provides coverage of more than 260 million individuals and approximately 186 million households. It helps companies target new consumer prospects with hundreds of demographics, homeowner, buying behavior, financial, health-related and interest selectors.



HOTLINES include prospects who have recently experienced a “defining event” that prompts new or changed purchase behavior. Audiences are updated weekly, and records roll off after three to six months. Predefined audiences like new homeowners, new movers, new borrowers, and pre-movers are available.



FAMILY TIES is an individual-level file that contains prospects who have an adult living relative (such as a parent or grandparent or adult child) who may or may not live in the same individual's household and may or may not have the same last name.



HISTORICAL CONSUMER LIST is a historical snapshot of the Consumer List file at a point in time that provides a view of change over time that is critical for effective modeling and analytics.



REAL PROPERTY includes more than 84 million homeowners with the data compiled directly from county recorder and assessor files, not inferred homeowners from modeled data.



RESIDENTIAL ADDRESS LIST is an occupant file that includes one representation for every available U.S. residential address and Post Office Box™. This file is especially useful to clients that need to know the total number of possible addresses for the purposes of surveys and polling, occupant mailings or market analysis.

ETHICAL DATA COLLECTION AND SOURCING

Acxiom is committed to the ethical sourcing of data for all our data products. Sources go through a data screening process that includes numerous privacy, legal, and self-regulatory criteria that any prospective data supplier must meet. Each source must ensure the data it offers has been collected with appropriate consumer consent (notice and choice). Acxiom has implemented multiple validation procedures to screen and carefully vet each source.

DATA ENABLEMENT AND DELIVERY SERVICES

Whether creating **digital or offline audiences**, building targeting lists or appending data to both known or anonymous audiences, Acxiom delivers rich insights across a wide range of data enablement and access options to meet the needs of today's omnichannel marketer. Acxiom's Audience Cloud™ enables digital audience creation and rapid distribution via a privacy-safe platform, and LiveRamp's Data Store allows rapid audience activation across hundreds of digital platforms and publishers. Acxiom's list services enable marketers to power their offline targeting needs, and robust data API services enable real-time data integration. Acxiom data is integrated with **hundreds of current digital platform partners and publishers**, and its full-service data enhancement services allow brands to access a full portfolio of third-party data to power more insightful people-based engagement.



WHY ACXIOM INFOBASE

- Illuminates all marketable individuals and households
- Allows brands to better understand, identify and target ideal audiences
- Enables brands to engage and personalize experiences across digital and offline channels
- Delivers the most accurate, comprehensive, up-to-the-minute data available
- Follows the highest standards of ethical data sourcing

WHY ACXIOM



EXPERIENCE

More than 50 years of data, identity and data management experience.



TRUST

Leaders in data governance and ethical data sourcing.



SERVICE

Exceptional service delivery and client retention.



ACCURACY

Most comprehensive and accurate data across the globe.

FOR MORE INFORMATION

visit [acxiom.com](https://www.acxiom.com) or contact us at info@acxiom.com.

[acxiom.com](https://www.acxiom.com) • info@acxiom.com

ACXIOM