

GREAT SOLUTIONS NEED GREAT DATA

# POWER YOUR ADOBE INVESTMENT TO PEAK PERFORMANCE

acxiom

PLATINUM  
Solution Partner

As an Adobe Global Alliance Partner, Acxiom supercharges Adobe Experience Cloud by providing data, tools, and services to convert audience insights and campaign messages into unparalleled and transformative customer experiences.

## COVERAGE, QUALITY AND DEPTH

Acxiom provides the most comprehensive global suite of consumer insights on the market, harnessing data about real people across the most sources of data to power audience targeting and people-based marketing in concert with your Adobe solutions.

Acxiom data is the most accurate and powerful source of third-party descriptive and touch point data on addressable consumers – in the U.S. and more than 60 other countries.

Over 5,000 descriptive insights in the U.S. include demographics and unique behavioral data segments for actionable targeting and messaging.

A pre-built segmentation framework facilitates more effective audience analysis, personalization and engagement based on life stage, digital behaviors or other factors.

## EXAMPLE AUDIENCE DATA:

### 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

**PREDICTORS:**  
brand preferences, payment methods, tech adoption

**BEHAVIORS:**  
health/wellness, affluence, media, dining

**SEGMENTATION:**  
digital, financial, Hispanic ethnicity

## AVAILABLE WHEN AND WHERE YOU NEED IT

Acxiom data is available within Adobe Experience Cloud, through Adobe Advertising Cloud and Audience Marketplace.

5,000  
DESCRIPTIVE  
INSIGHTS

DATA AND  
SERVICES  
IN 60+  
COUNTRIES

## UNIQUE DATA PARTNERS

Acxiom Partner Audiences provide niche indicators developed in partnership with data providers that meet the highest standards for ethical data use.

**Some of the partner audiences available include:**

## CUSTOM, HIGH-VALUE AUDIENCES

For a one-of-a-kind audience tailored to a specific need, Acxiom's automated modeling service builds a custom model based on first-party data and is backed by Acxiom's demographics and powerhouse analytic engines. Typical turnaround is 10 days from creation to distribution.

## SELF-SERVICE TOOLS

Audience Cloud makes creating a custom segment simple, quick, efficient – and it's free!



### AUTO

- Recognize 1PD and Prospects
- Used predictive models
- 4X CTR, Lowest CPC



### LUXURY RESTAURANT

- Drive awareness, online reservations, bookings of events
- Predictive models of luxury diners, purchase behavior
- 89% video completion rate, CTR 5x higher than industry standard



### INSURANCE

- Increase customer insight
- Analytic reports and custom segments
- 9% increase in performance



### FINANCIAL SERVICES

- Reactivate low-usage digital payers
- Custom segments
- \$75 million in incremental revenue



### SPORTS FRANCHISE

- Increase ticket sales
- Personalized offers with demographics
- 5x ROI, 7.5x ROAS



### WOMEN'S RETAILER

- Reactivate lapsed customers
- \$2.59MM incremental sales
- 10x ROI, 52% CTR

## EXCEPTIONAL SERVICE

The Data Guru team is at your service to expertly recommend, build and deliver audiences from the most relevant and effective of Acxiom's 5,000 descriptive insights. Hit the easy button.