When Experience Matters

Arkansas Data Driven Task Force

October 9th, 2019

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Acxiom – At a glance

- Acxiom is headquartered in Conway, AR
  - half of our core Senior Leadership is located in Central Arkansas
- September 29, 2019, Acxiom celebrated our 50-year anniversary
  - October 1, 2019, Acxiom celebrated our 1-year anniversary as a member of the IPG Holding Company
- Around 1,500 Acxiom associates are located in Arkansas
  - This is approximately half of Acxiom's global workforce in five countries.
- In our Central Arkansas locations, primarily Conway, our workforce has grown by 6% between October 2018 and October 2019
- On an annual basis, Acxiom's total salary compensation for Arkansas employees is ~$125M
- In addition to offering highly competitive job opportunities to Arkansas residents, in the last 12 months Acxiom has contributed ~$200k to Arkansas community organizations in which our associates are involved.

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Who is Acxiom?

We live in a technology- and data-driven world,
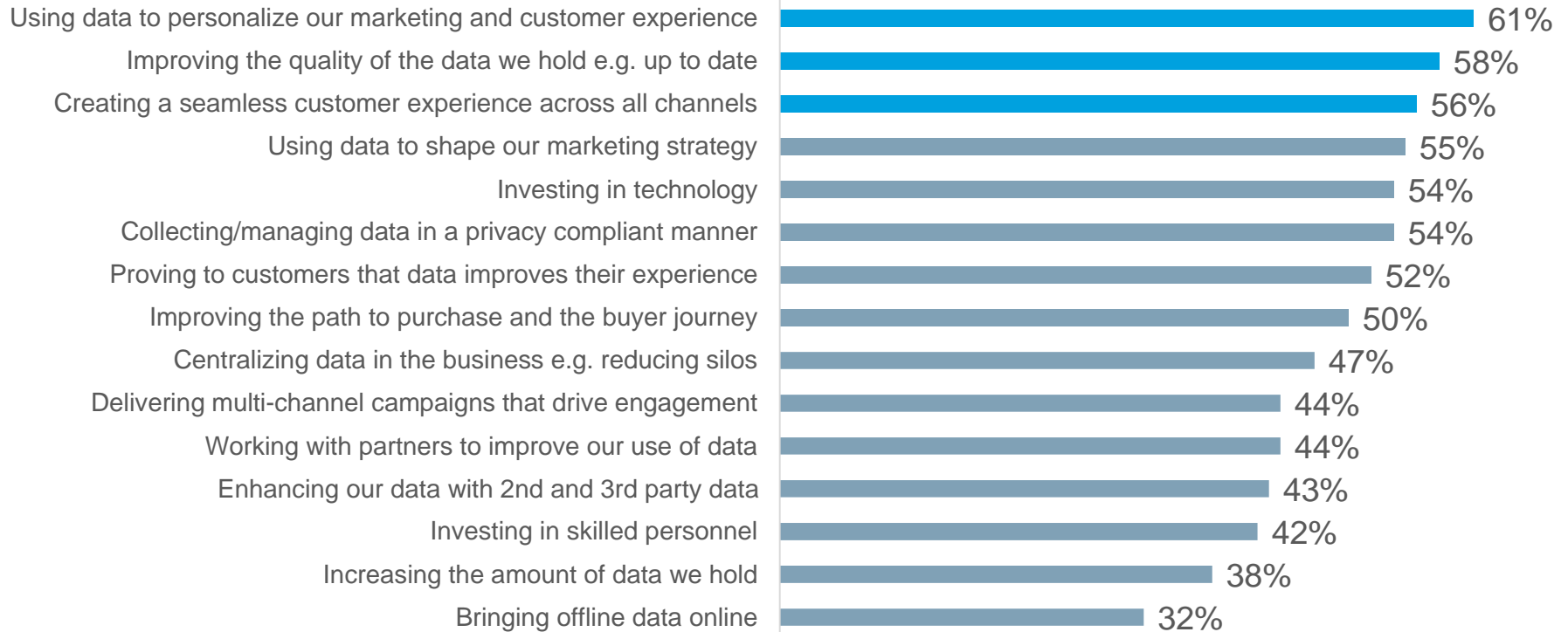but people are still people, and they want a great experience when they interact with brands.

They expect relevant marketing and seamless service,
but brands can deliver this only if they follow the golden rule of business …
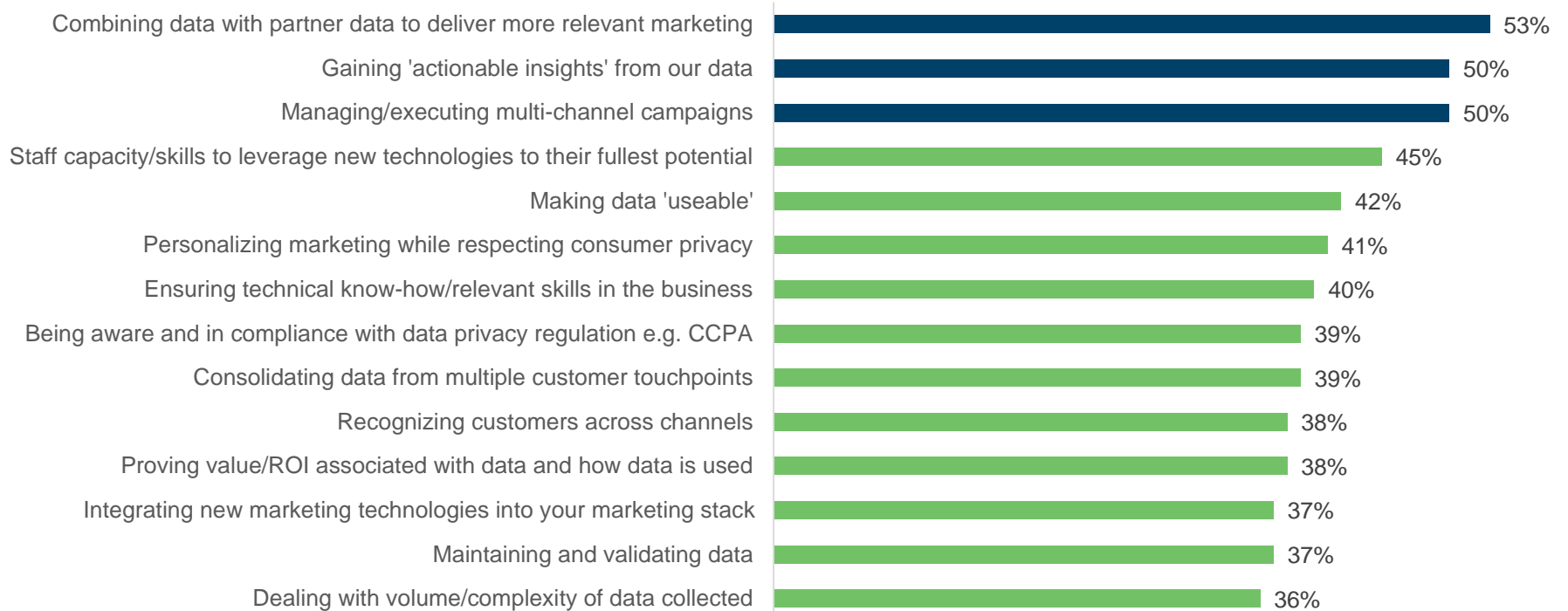
Know Your Customer

Acxiom combines **data, technology, ethics and experience** to help brands understand their customers and deliver great experiences.

We help the world's biggest and most forward-thinking brands **understand** consumers, **unify** marketing, enabling **unique experiences** that matter.

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Key Priorities when it comes to using consumer data (Acxiom 2019 Primary Research)

Priority	Percentage
Using data to personalize our marketing and customer experience	61%
Improving the quality of the data we hold e.g. up to date	58%
Creating a seamless customer experience across all channels	56%
Using data to shape our marketing strategy	55%
Investing in technology	54%
Collecting/managing data in a privacy compliant manner	54%
Proving to customers that data improves their experience	52%
Improving the path to purchase and the buyer journey	50%
Centralizing data in the business e.g. reducing silos	47%
Delivering multi-channel campaigns that drive engagement	44%
Working with partners to improve our use of data	44%
Enhancing our data with 2nd and 3rd party data	43%
Investing in skilled personnel	42%
Increasing the amount of data we hold	38%
Bringing offline data online	32%

Key Challenges when it comes to using consumer data (Acxiom 2019 Primary Research)

Challenge	Percentage
Combining data with partner data to deliver more relevant marketing	53%
Gaining 'actionable insights' from our data	50%
Managing/executing multi-channel campaigns	50%
Staff capacity/skills to leverage new technologies to their fullest potential	45%
Making data 'useable'	42%
Personalizing marketing while respecting consumer privacy	41%
Ensuring technical know-how/relevant skills in the business	40%
Being aware and in compliance with data privacy regulation e.g. CCPA	39%
Consolidating data from multiple customer touchpoints	39%
Recognizing customers across channels	38%
Proving value/ROI associated with data and how data is used	38%
Integrating new marketing technologies into your marketing stack	37%
Maintaining and validating data	37%
Dealing with volume/complexity of data collected	36%

Our Core Competencies

PROCESS

- **Broadest access to consumer data** with exceptional expertise and process in **data-driven strategies**

DATA

- **Largest global consumer data footprint on 2/3** of the world's population
- **Pioneers in ethical data practices and privacy compliance**

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FORRESTER

PRIVACY AND SECURITY
5.0 OUT OF 5.0 The only company to receive a perfect score.

PEOPLE

- **1,600+ data specialists** with unparalleled data expertise
- **200+ industry experts**

TECHNOLOGY

- Proven lineage of building **sophisticated marketing database solutions**
- **Advanced identity, data and technology solutions**

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Our Solutions Are Tailored for Each Industry

FINANCE   AUTO   RETAIL   TRAVEL / ENT   CPG   INSURANCE   HEALTHCARE   PUBLISHERS   AGENCIES   RESELLERS

DIRECT   INDIRECT

We serve the world's largest and most successful companies, including nearly 50% of the Fortune 100

Most Advanced Program for Data Ethics and Governance

CONSUMER TRANSPARENCY, NOTICE, AND CONTROL

DATA PROTECTION IMPACT ASSESSMENTS

PRIVACY AND SECURITY AUDITS

GLOBAL EXPERTISE AND OVERSIGHT

1st Company in the world to create the role of Chief Privacy Officer

800+ DPIAs completed annually

50+ Audits completed annually with clients

30+ Policy, law, and enforcement organizations engaged annually

We Adhere to All Industry Guidelines and Global Laws

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IDENTITY

Identity is the ability to recognize an **<u>entity</u>**, be it a person, place or thing, along with associated relationships, consistently and accurately based on both physical and digital attributes, regardless of channel, location or device with contextually appropriate levels of precision.

Doing so effectively requires a complex combination of data management, identity management, deep insights and the ability to integrate across multiple platforms and service providers.

IDENTITY RESOLUTION

Identity Resolution is a point in time recognition process or framework that matches to an identity graph which pulls information from disparate datasets to identify non-intuitive relationships.

EMAIL

NAME

MAID 2

ADDRESS

CUSTOMER #1

LOYALTY ID

MAID 3

COOKIE

MAID 1

COOKIE

NEUSTAR ID

CUSTOMER #2

IDENTITY LINK

PHONE NUMBER

MAID 4

COOKIE

LAT/LONG
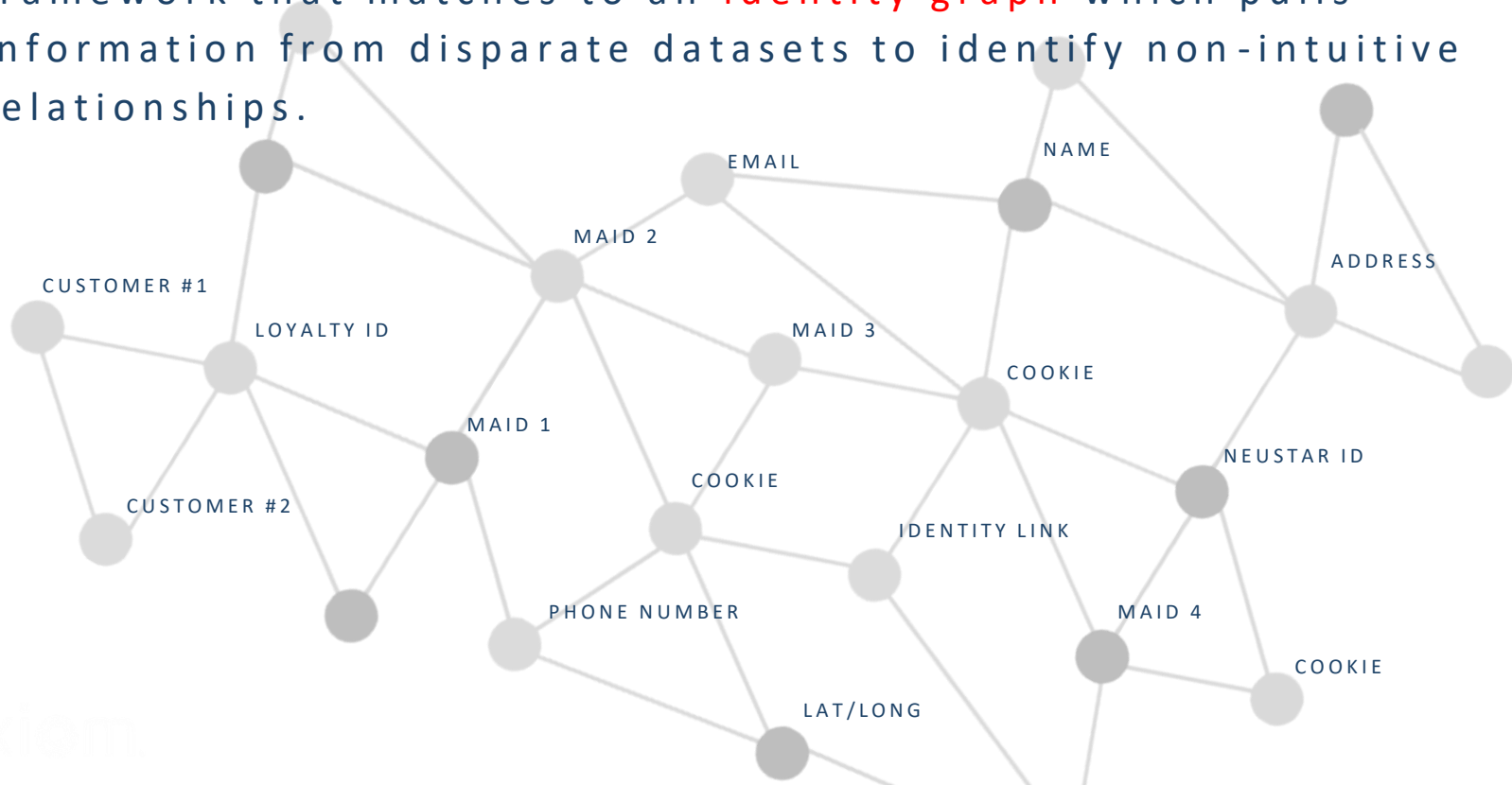
IDENTITY MANAGEMENT

Identity Management is an approach to manage a brand's or use-case's specific view of an individual, household, location or thing over time.

It uses all possible identifiers across all possible touch-points, behaviors and devices over the entity's history with a brand to improve precision and reach, specifically focusing on brand-specific rules for resolving identity and ultimately driving human-like interactions and closed loop attribution at scale.

IDENTITY MANAGEMENT
(CONT)

Identity management looks beyond simple matching logic. By looking deeper into the behavioral aspects of the entity, it attempts to understand common traits amongst entities, yet respects the nuance that makes each individual entity unique.

It requires flexible and malleable identity resolution technology to bringing entities together for specific use-cases. Identity resolution is really just the framework through which identity management concepts can be applied.

Identify Citizens and Relate Them to Other Citizens

Individual

Customer

Household | Loyalty Member

Family Member | Cookie

Employee | Device | User
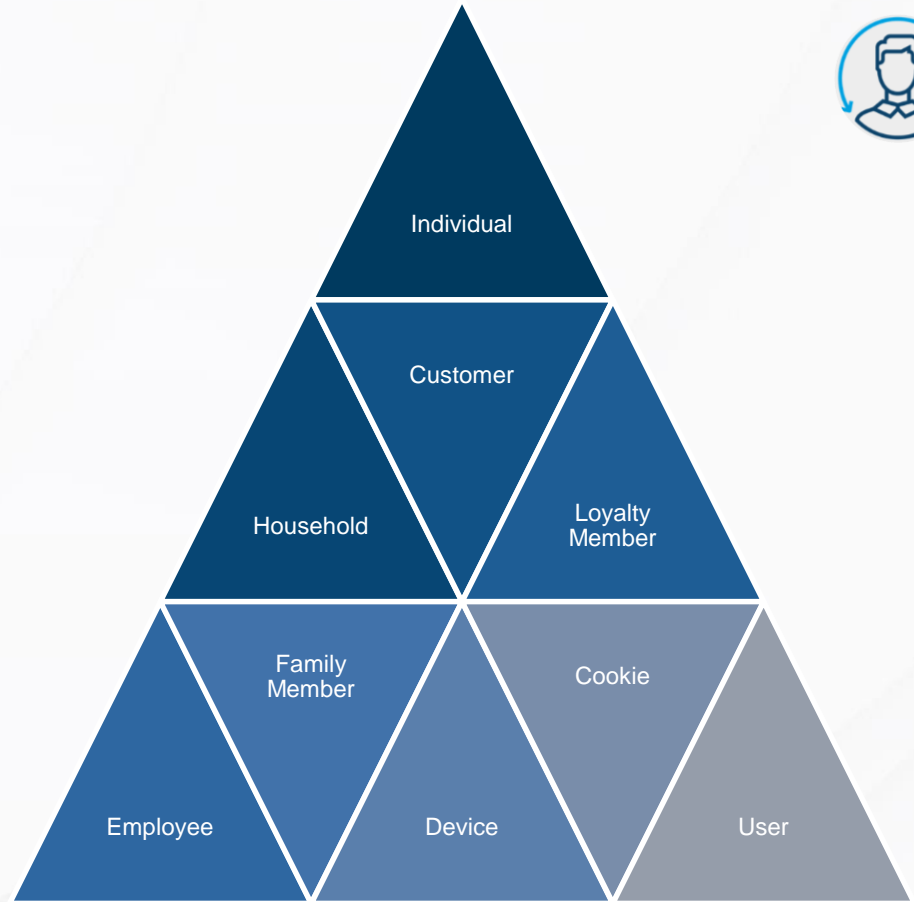
IDENTITY DATA INFLUENCERS

Is it READY?

Quality	
•Clean	• Complete
•Correct	• Consistent
•Current	• Certified

Is there ENOUGH?

Quantity	
•Coverage	
•Completeness	

Is it RIGHT?

Accuracy	
•Corroboration	
•Collaboration	
•Compliance	

Is it EFFECTIVE?

Precision	
•Category	
•Context	

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IDENTITY CHALLENGES

1. It's Hard   ...becoming more complex
2. It's Evolving   …new tech
3. It's Noisy   …lots of vendors
4. It's Converging …lines blurring
5. It's a Spectrum …accuracy & reach
6. It's Sensitive   …privacy & security
7. It's Contextual …right method for right situation
8. It's Relevant   …consumer expectations growing

IDENTITY CONNECTIVE TISSUE
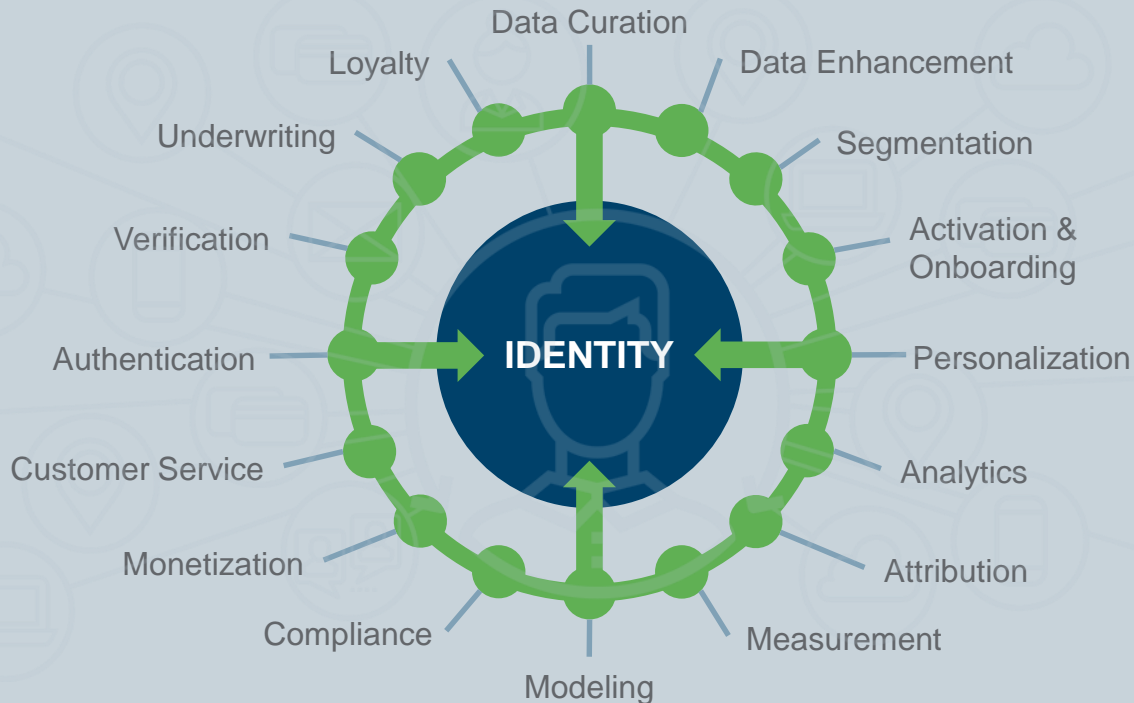
IDENTITY USE CASES

Acquire Profitable Citizens	Improve Cross Sell/ Up Sell to Increase Citizen Value	Model and Reach Ideal Audience	Optimize Omnichannel Marketing	Measure the Impact of All Marketing Spend
Reach and Engage Citizens in All Channels	Reactivate Citizens Intelligently	Perform True Multi-Touch Attribution	Optimize Addressable TV	Convert Competitors' Most Valuable Customers
Enhance Experience for Anonymous Citizens	Improve Citizen Retention and Lifetime Value	Use Offline/PII Data to Inform Digital Activities	Measure Addressable TV	Optimize Trigger-Based Marketing
Increase Processing Efficiency	Develop Data Monetization Strategy and Plan	Collaborate with Partners for Co-Marketing	Improve Marketing for Anonymous Website Citizens	Analyze Customer Value from Different Segments

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IDENTITY RESULTS

– **Better Recognition** – Recognize consumers across devices, channels and borders for more effective engagement

– **Better Spend** – Improve precision of your engagement efforts across channels and improve media performance with more precise recognition and optimize spend

– **Better Data** – Optimize the use of your 1st and 2nd party data for more accurate recognition to drive higher data value

– **Better Ethics** – Reduce risk, maintain compliance and improve consumer brand perception

– **Better Servicing** – know real people and how they touch your organization to provide best in class service

– **Better Experiences** – the sum of all

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TRANSFORMATION IS ACCELERATING

CONVERGING IDENTITY SECTORS

AUTHENTICATION	VERIFICATION	MANAGEMENT	ACCESS	AUTHORITY	CONTROL
Knowledge	Validation	Resolution	Physical	Proofing	Blockchain
Possession	Confirmation	Reference	Digital	Issuing	Digital Wallet
Inherence		Onboarding	User Mgmt	Attestation	Self Sovereign
Who do **You** say You are?	Who do **They** say You Are?	Who do **I** say You Are?	Are You Allowed?	**I Provide** Identity.	**I Keep** Identity.

EVOLVING IDENTITY TECHNOLOGIES

Cookies   MAIDS   Geo Tiles   Digital IDs   Biometrics   Wearables   Implants   Deep Learning   AI

COMPLEX JOURNEYS WITH MORE CHANNELS, DEVICES AND DATA THAN EVER BEFORE

1. A consumer reads on article that her friend liked on Facebook
2. Sees ad online while researching potential purchases
3. Grabs phone to compare price and features
4. Checks your site for more details
5. Returns to laptop to look for deals and coupons
6. Received an email that offers specific deal on her desired product
7. Opens email and clicks from her laptop intent on buying
8. Makes a purchase
9. A consumer reads on article that her friend liked on Facebook

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IDENTITY FACETS

Time	Place	Medium	Precision
Channel	Ubiquity	Ownership	Patterns
Origin	Cardinality	Type	Context
Domain	Method	Interaction	Attributes

IDENTITY FACETS

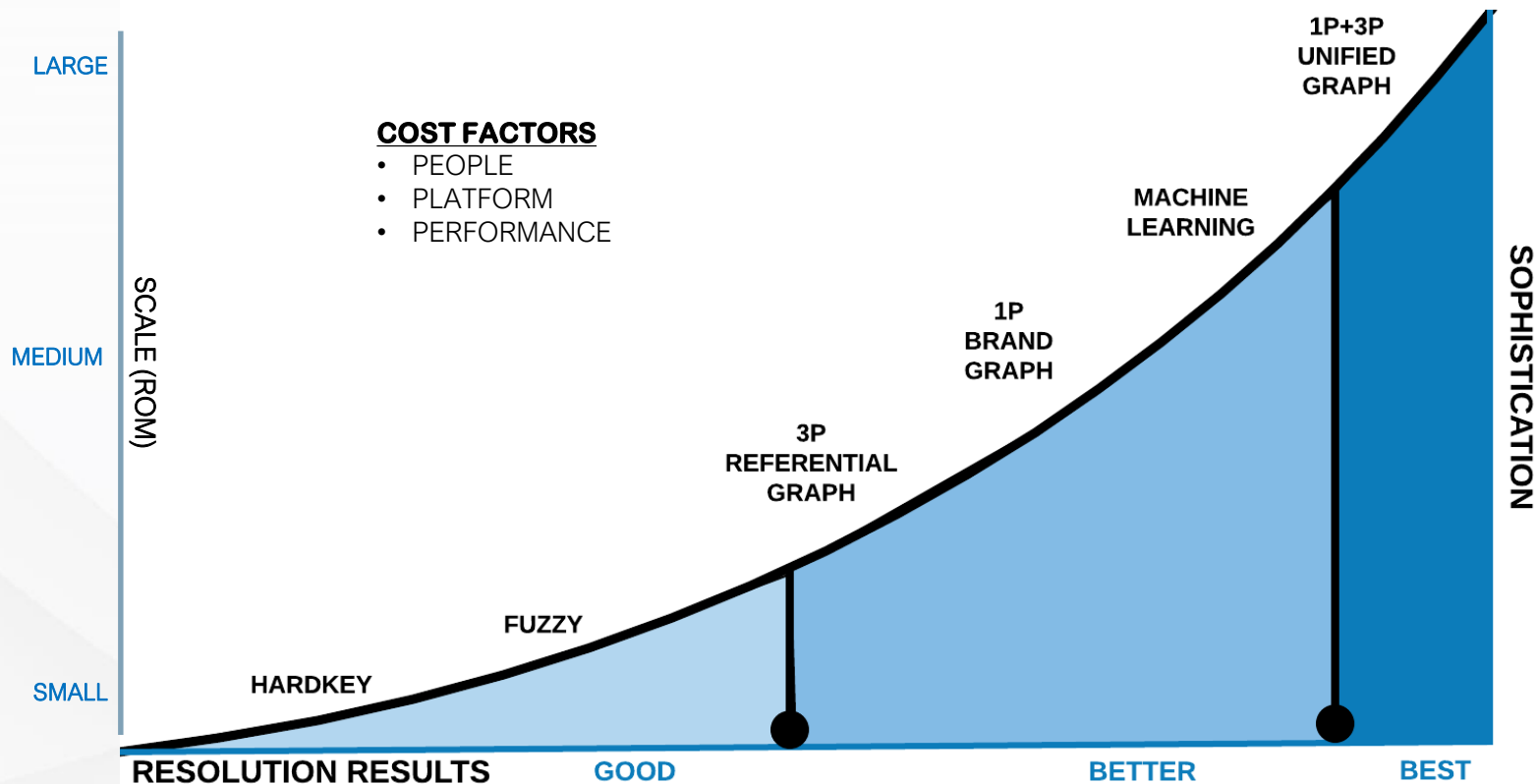|			
Persistence Relevance Urgency	Locale Proximity Range	Document Biometric Data	Individual Group Generic
Offline Digital Omni	Private Shared Public	Personal Institutional Public	Social Economic Behavioral
Natural Derived Assigned	Unique Common Universal	Observed Verified Authenticated	Marketing Service Fraud
Known Anonymous Synthetic	Deterministic Probabilistic Multi-factor	Passive Active Dynamic	Personal Financial Cultural

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IDENTITY SCALE

COST FACTORS
- PEOPLE
- PLATFORM
- PERFORMANCE

SCALE (ROM)

LARGE

MEDIUM

SMALL

1P+3P
UNIFIED
GRAPH

MACHINE
LEARNING

1P
BRAND
GRAPH

3P
REFERENTIAL
GRAPH

FUZZY

HARDKEY

RESOLUTION RESULTS

GOOD   BETTER   BEST

SOPHISTICATION

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IDENTITY SOLUTIONS

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IDENTITY HYGIENE

6 C's of Hygiene

Ensures Data is:
Consistent
Correct
Current
Complete
Clean
Certified
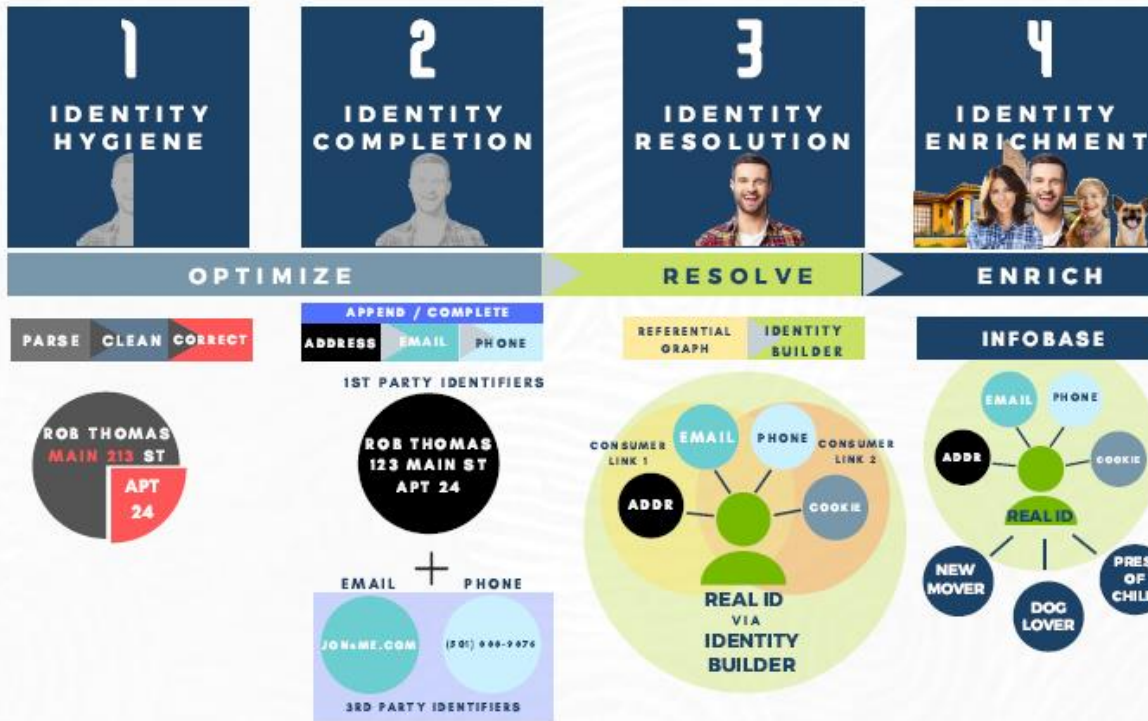
Improves Data Consistency

- Parse and Standardize key identity-related components
- **Consistency** of the data improves all down-stream processes

Corrects Data Errors

- **Correct** erroneous data
- Validates data against reference data

Updates Information and Fills in Gaps

- Identify outdated information and update with **current** address where possible
- Identify and **complete** missing data components (name, address, email address, phone number and Lat / Long)

Cleans Data Anomalies

- **Cleans** invalid or non-acceptable data
- Flags remaining records with data content issues

Reduces Costs

- Validates contact points that are reachable and provide **certification** for postal discounts

IDENTITY GRAPH STRUCTURE

Known Identity Graph

Anonymous Identity Graph

PRIVACY BY DESIGN
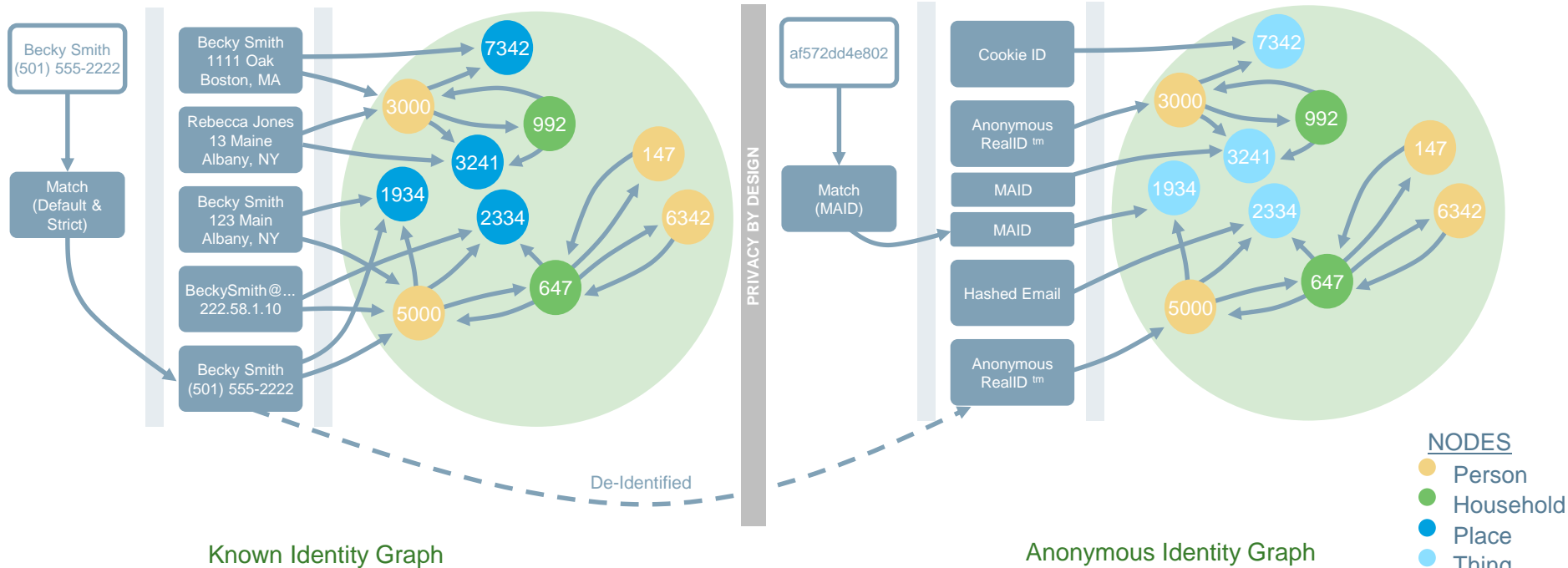
De-Identified

NODES
- 🟡 Person
- 🟢 Household
- 🔵 Place
- 🔵 Thing
- ⬛ Entity

EDGES

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IDENTITY GRAPH CONTENT

Proprietary	Only What I Know
	1st Party
Referenced	Only What You Know
	3rd Party
Unified	What You **&** I Know
	1st , 2nd & 3rd Party

IDENTITY SIGNALS

Personally Identifiable Information (PII) such as Name, Address, Email, Mobile Number, Date of Birth, Social Security Number or Tax ID, along with Biometrics and Credentials such as…

Who you are
- Fingerprint
- Iris
- Face
- Voice

What you know
- 1234 PIN
- P@55WØrD Password
- A1B2C3 Verified sequence

What you have
- Smart card
- Mobile phone
- Security token
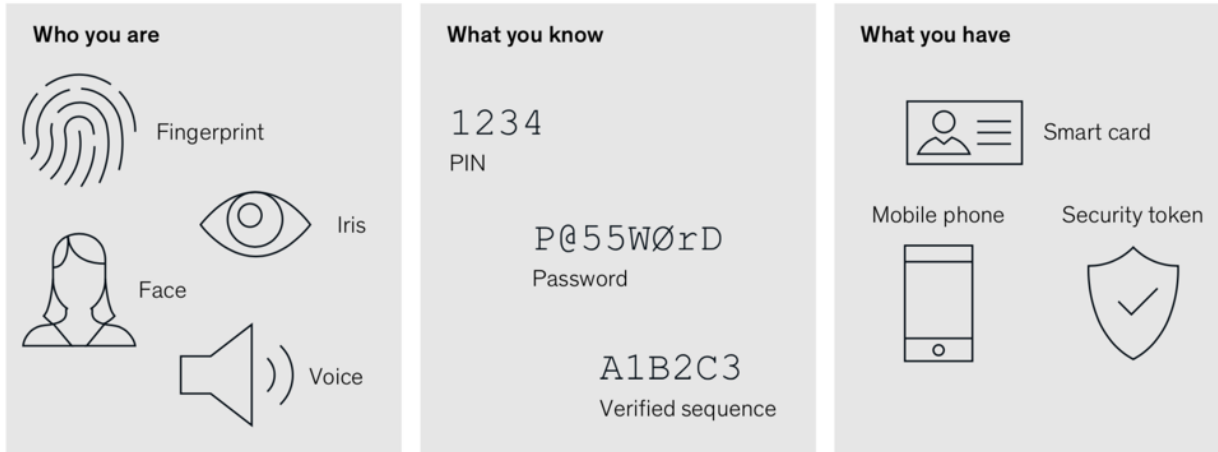
Source: McKinsey Global Institute analysis

…combined with observed or reported behaviors and actions are all signals in resolving consumer identity. The challenge is knowing when and how to leverage these components in a privacy and security compliant manner.

IDENTITY ATTRIBUTES

PRECISE

ETHICALLY SOURCED

PEOPLE ANCHORED

EVIDENCE-BASED

MULTI-SOURCED

CONFIGURABLE

LONGITUDINAL

PERSISTENT

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Demographic Data
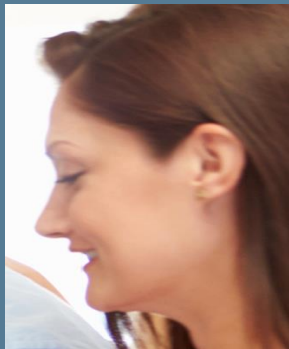
Messages that Hit the Mark
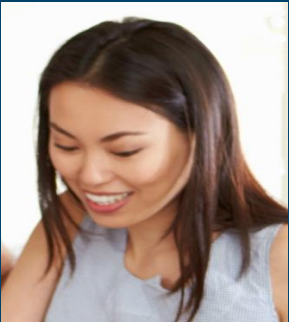
Loyal Customer
New Homeowner
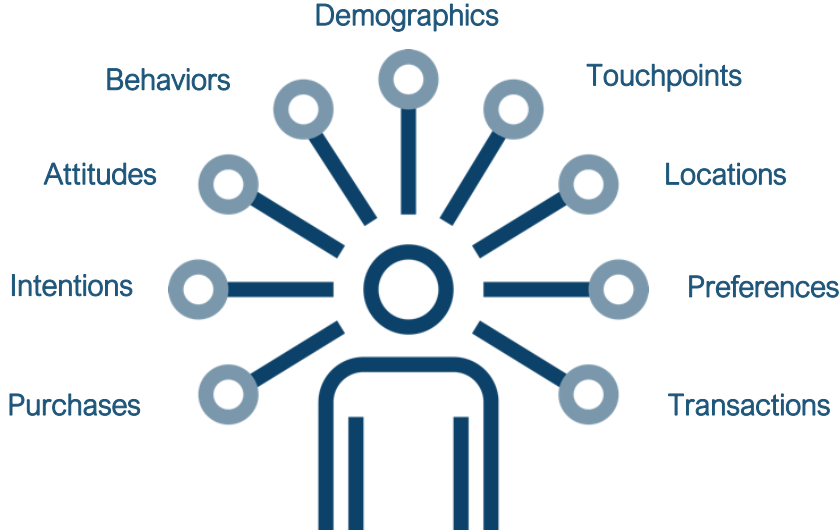
Shops Online

Newlywed

Health Enthusiast

Connect with Relevance

Data Enhancement

Improve Relevancy and Customer Experiences with 360°
Customer Intelligence: Understand Needs, Wants, Preferences

Example Data Elements

DETERMINISTIC

INDIVIDUAL DEMOGRAPHICS
Age, gender, ethnicity, education, occupation

HOUSEHOLD CHARACTERISTICS
Household size, number / ages of children

INTERESTS
Sports, leisure activities, family, pets, entertainment

LIFE EVENTS
Marriage / divorce, birth of children, home purchase, moves

BUYING ACTIVITIES
Products bought, method of payment

MAJOR PURCHASES
Travel, automotive, real property, technology

PROBABILISTIC

BRAND AFFINITY
Auto, Retail, CPG, Financial Services

PRODUCT USAGE
Technology, Insurance, Media, Communications

FINANCIAL
Net Worth, Retirement Assets, Retail Spend, Credit Card Use

IN-MARKET TIMING
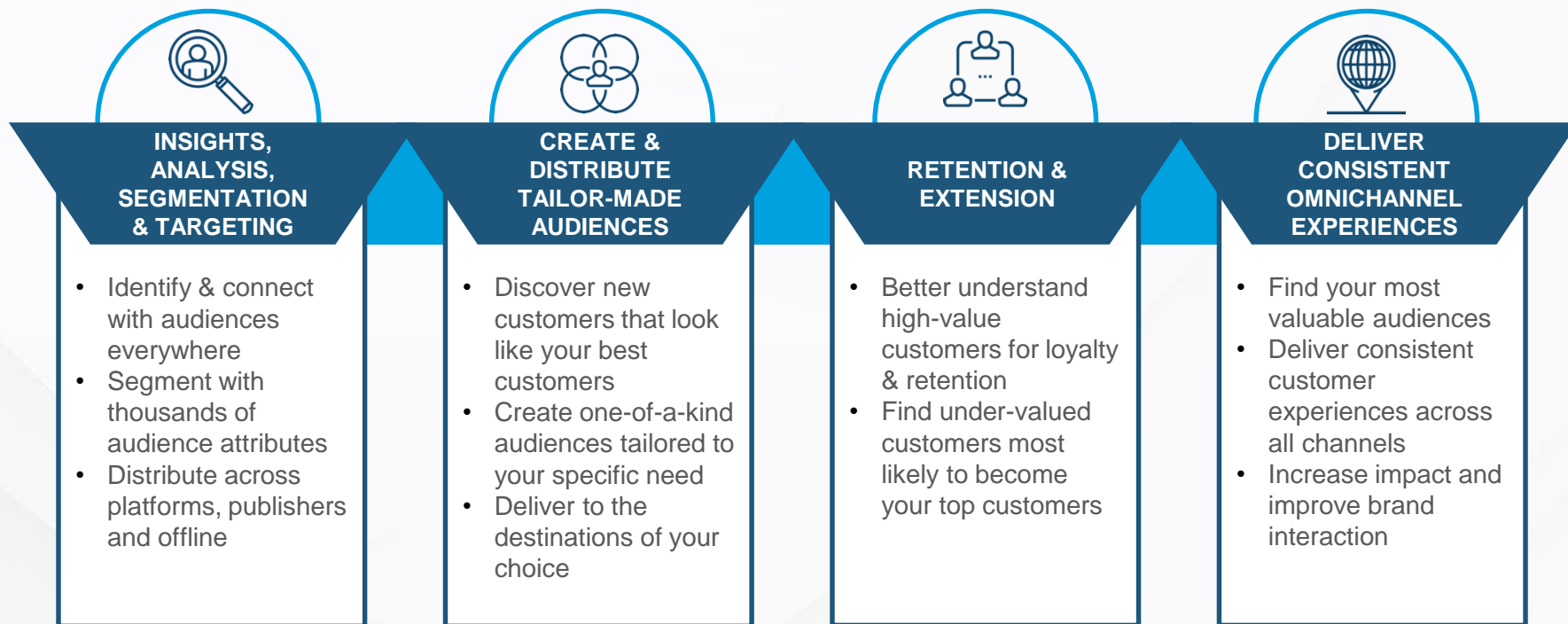Purchase New Auto, Buy New Home, Switch Insurance Companies

CHANNEL PREFERENCE
Online, In-Store, Direct Mail, Phone

ATTITUDES & INTERESTS
Tech Adoption, Social, Green, Mobile

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Demographic Data Use Cases

INSIGHTS, ANALYSIS, SEGMENTATION & TARGETING

- Identify & connect with audiences everywhere
- Segment with thousands of audience attributes
- Distribute across platforms, publishers and offline

CREATE & DISTRIBUTE TAILOR-MADE AUDIENCES

- Discover new customers that look like your best customers
- Create one-of-a-kind audiences tailored to your specific need
- Deliver to the destinations of your choice

RETENTION & EXTENSION

- Better understand high-value customers for loyalty & retention
- Find under-valued customers most likely to become your top customers

DELIVER CONSISTENT OMNICHANNEL EXPERIENCES

- Find your most valuable audiences
- Deliver consistent customer experiences across all channels
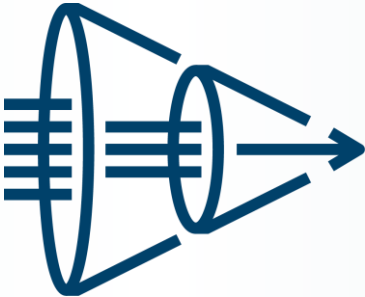- Increase impact and improve brand interaction

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Focus Marketing Dollars on Interested Eyes

Leverage suppression products for compliance and to optimize marketing spend

AUDIENCE MEETING TARGETING CRITERIA

SUPPRESSION PRODUCTS

Opt-Outs – Under Age – Financial – Deceased – Prison

COMPLIANT & MORE TARGETED CAMPAIGN

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Risk Data

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Risk Solutions Overview

Verify and Authenticate Identities

- Aids in fraud detection and empowers more informed decision making
- Assess, protect, and manage risk, especially for regulatory compliance and high worth transactions

Protect Identity

- Facilitate safe interactions both offline and online
- Trigger indicators of possible fraud and require additional levels of identity verification before transactions proceed

Comply with Changing Regulations

- Helps reduce fraud and fulfill requirements of state, local, and federal regulations by incorporating Acxiom technology and data

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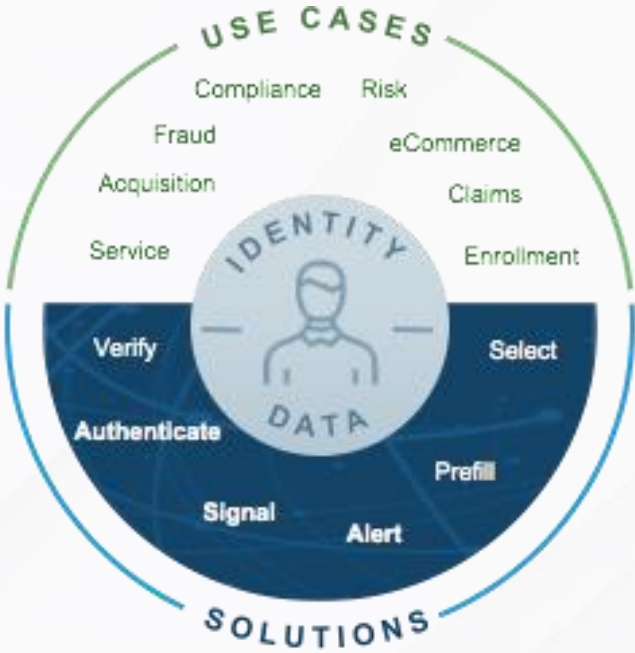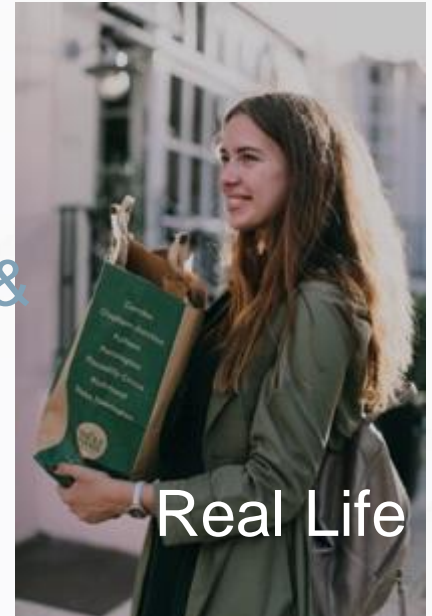
Open Garden

The Open Garden is a guiding principle we use when thinking about data

Open Garden

Use Data from Anywhere

Digital Life

&

Real Life

Open Garden

so You Can Recognize Them

Open Garden

and Learn About Them

Open Garden

to Connect with Them Everywhere

Open Garden

While Being Trustworthy

Open Garden

and Responsible

Open Garden

We make the Open Garden a reality using our Unified Data Layer solution framework.

Unified Data Layer

EXECUTION
Connect your target audiences to channel partners, back office and measurement systems

ACTIVATION
Prepare your target audiences so they may be used in your solution

ORCHESTRATION
Organize your data and manage who can see it and use it

INGESTION
Load data into your solution and maximize its quality

DATA
Your marketable people and information about them

Ethical Data Use

Most Advanced Program for Data Ethics and Governance

CONSUMER TRANSPARENCY, NOTICE, AND CONTROL

DATA PROTECTION IMPACT ASSESSMENTS

PRIVACY AND SECURITY AUDITS

GLOBAL EXPERTISE AND OVERSIGHT

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Thank you for Coming Today

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