



 REAL IDENTITY™

FIRST-PARTY IDENTITY
IS THE NEW CURRENCY

Get the expertise and capabilities to own it

acxiom®



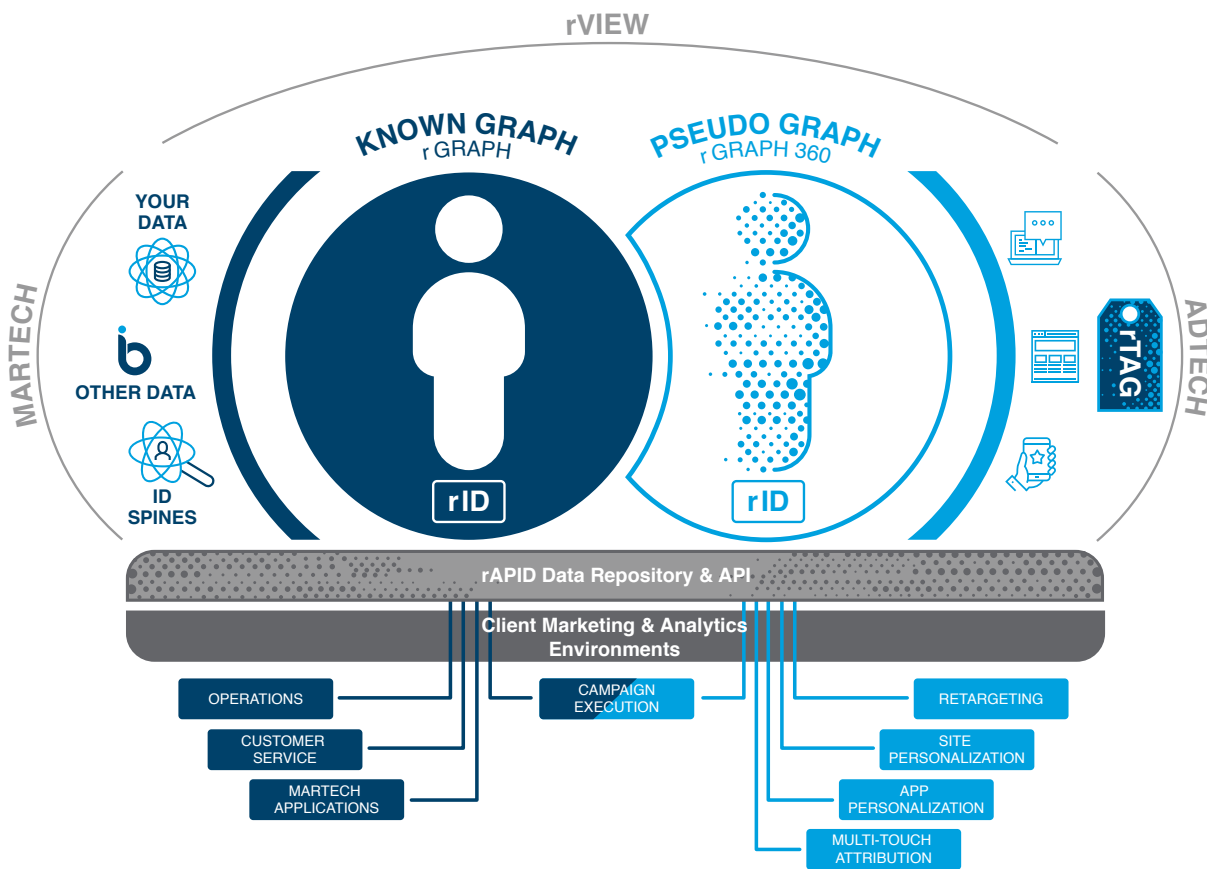
BEST OVERALL MARTECH SOLUTION

THE FUTURE OF IDENTITY IS FIRST-PARTY



ACXIOM REAL IDENTITY™

Real Identity delivers the expertise and capabilities necessary to own first-party identity and chart a future-resilient course forward. Real Identity offers a global, scalable suite of connected capabilities that bring together the martech and adtech ecosystems.



CREATE A SINGLE CUSTOMER VIEW: Synchronize identity data used across the enterprise.

MEASURE PERFORMANCE: Synthesize and analyze billions of customer transactions and interactions, both digitally and offline.

CUSTOMIZE: Configure the identity graph to specific business needs with recognition rules, groups, and global identifiers.

TAKE BACK CONTROL: Eliminate dependence on third-party cookies and take ownership of ALL owned and paid media.

FIRST-PARTY IDENTITY GRAPHS

First-party, enterprise identity graphs hold the identifiers and signals that correlate with individual people. They combine digital and offline first-party data with third-party insights to connect and maintain identity across touchpoints, devices, channels, and identity relationships. The Real Identity engine drives the continuing association of new and changing data into an ever-evolving unified identity.

Identity graphs empower brands to maintain identity over time and build real relationships through the ability to:

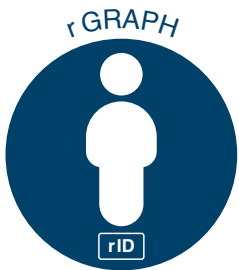
Fuel enterprise-level use cases from operations to marketing to data governance.

Consistently connect people across touchpoints, devices, and channels.

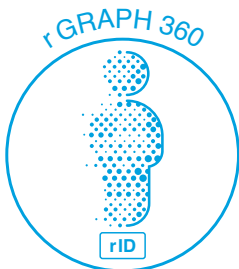
Maintain ever-changing customer information over time.

Support a preferred customer view tailored to the unique lens of the brand.

REAL IDENTITY OFFERS TWO TYPES OF IDENTITY GRAPHS



rGRAPH is a brand-specific identity graph that enables known information utilizing personally identifiable information collected as a normal part of establishing a relationship with a customer.



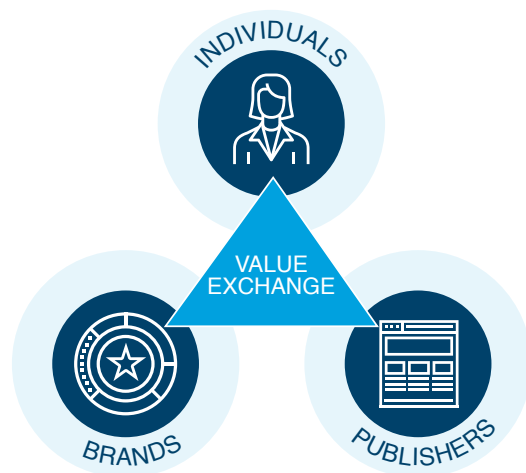
rGRAPH360 stores and supports pseudonymous data, allowing brands to ethically connect it with deterministic data in the graph. It serves as an identity lens to the data and brings together signals from disparate sources at any scale to create a cross-platform, cross-device, and holistic customer view at the individual level.



rID is the brand-specific master key or universal identifier that is an output of both the rGRAPH and rGRAPH360 and is used to unify the single customer view across the solution.

FIRST-PARTY, REAL-TIME SERVICES

The adtech environment requires speed and access to identity and data to enable personalization and decisioning use cases. In a cookieless world, first-party data signals will drive these functions while the conversation continues to be between people, brands, and publishers. Acxiom provides rAPID services to serve as an extension of a brand – not a middle layer between the brand and its customers or publishers. The real-time services deliver the insights and speed necessary to excel in the emerging environment.



rTAG is a universal first-party tag for deployment across owned and paid media. It enables ingestion of data back into the private graph and allows brands to take ownership of all data produced across paid and owned media. This is the brand's pure first-party tag delivering data back to its own domain.



rAPID Data Repository provides a real-time data store of select, granular customer data that is ready for consumption by marketing analytic or media activation applications. It is powered by an API that enables delivery and ingestion that supports hundreds of thousands of transactions per second with sub-second response.

FIRST-PARTY DATA WILL REIGN

According to eMarketer and Inside Intelligence, 2021 will be the year when brands reinvest in anything that allows them to own and strengthen direct customer relationships rather than going through intermediaries.¹



¹ Source: eMarketer, 10 Key Digital Trends for 2021.

HYGIENE AND REFERENTIAL LINKING SERVICES

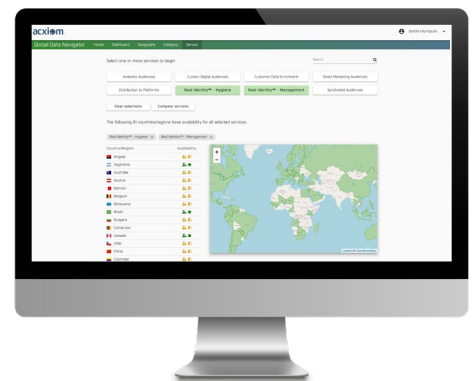
Identity can only be as good as the quality of data it uses. The first step in any identity solution is to create a correct and complete foundation of quality data. CCPA and other emerging consumer privacy regulations make clean and complete data more imperative than ever. Regular maintenance of data is critical. Accurate data is foundational, wherever and however a marketer is looking to successfully engage with people.

 ON AVERAGE,
30% of a brand's first-party identity data assets will become obsolete each year.²

Third-party referential graphs provide important information to inform and improve identity resolution. Our deterministic approach uses external third-party identity reference graphs in combination with first-party data to determine real people within an actual household. Referential linking services bring an added layer of reach to an identity solution for known and pseudonymous data.

GLOBAL CAPABILITIES

In many regions outside the U.S., Acxiom provides one source to help brands market effectively in multiple geographies. Acxiom's proprietary Global Data Navigator tool is available to provide a view into data, identity, and services coverage around the globe at the click of a mouse.



PRIVACY BY DESIGN

In addition, Real Identity provides data governance capabilities to help nimbly respond to an evolving privacy landscape. A key differentiator of the top-ranking³ Real Identity framework is the foundational privacy-by-design principles that are part of the solution and the ability for a brand to provide transparency to customers.



² Source: Ascend2 and Research Partners, "Marketing Data Quality Trends Survey Summary Report," July 2017, www.ascend2.com

³ Source: Forrester's 2021 Wave Report.

CONSULTING

Determining identity is hard and sometimes scary – like when businesses are faced with evolving regulatory requirements and deadlines. Or when considering how to build an identity solution to address multiple uses across the enterprise. Acxiom can help an organization assess and design the optimal identity solution based on its unique requirements and resources and leveraging existing systems. Brands can tap into more than 50 years of expertise to build identity solutions to drive their business forward. Offerings are available for:

Identity For Compliance

Investing In Identity

Identity Assessment

Optimizing The Identity Investment

Enterprise Identity Integration

OPTIMIZE IDENTITY AS NEEDS CHANGE AND EXPAND

Where others make claims of what they can do, Acxiom is known for delivering on our promises for top Fortune 500 brands. Brands can balance precision versus reach and leverage the optimal contact touchpoints per use case. Only Acxiom provides global identity solutions at scale across multiple use cases and platforms to ensure brands have and keep a competitive edge in all people-based activities.

Personalization – Decisioning and orchestration deliver the insights to create personalized customer experiences on owned websites, and through email, mobile and more.

Journey Optimization – Insights to identify the next-best action to take as it relates to acquiring new customers, abandoned journeys and customer experience.

Media Effectiveness – Identify KPIs to optimize the performance of programmatic media campaigns and provide cost-effective ad placements.

Operations – Decisioning and orchestration determine and develop flexible strategies for pricing customer communication and agent assistance.



To learn more about how Acxiom can work for you, visit acxiom.com/identity or contact us at info@acxiom.com.

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