InfoBase™

Enhancement

The Leader in Data Enhancement and Customer Service

ACXIOM

As companies grow in size, so does the difficulty in developing and maintaining one-to-one relationships with customers. Using mass marketing to reach individual customers becomes expensive, ineffective and ultimately wasteful.

Many companies build mass marketing campaigns around databases that contain incorrect or incomplete customer data. This dependence on limited, inaccurate information erodes the company's ability to connect effectively and efficiently with its customers.

the solution: Data enhancement. Data enhancement is the process of adding external information to the consumer records that reside within your customer or prospect database–enhancing your view of your customers' demographics, interests and lifestyles. By enhancing your customer data, you can gain a better understanding of your customers and more importantly, your customers' wants and needs. This leads to more cost-effective development of products and services, better-targeted marketing messages and more effective use of marketing channels–all resulting in increased profits, reduced costs and improved customer relationship management.

At Acxiom®, we're proud to be the leader in data enhancement. InfoBase Enhancement, our data enhancement product, is made from the largest collection of U.S. consumer, business and telephone data available in one source. A powerful and comprehensive multi-sourced consumer database file, InfoBase contains demographic and lifestyle information on the majority of U.S. households.

For over 30 years, Acxiom Corporation has provided its clients with the innovative and powerful information solutions they need to excel. Today, Acxiom is the leading provider of these solutions, and continues to develop new data-related technologies that enable its clients to profit and successfully compete in today's dynamic, information-driven marketplace.

InfoBase™ Enhancement

The Leader in Data Enhancement and Customer Service

What It Takes To Be The Leader

To be the leader in data enhancement, Acxiom has applied a powerful combination of three key qualities: Focus, Integrity and Customer Commitment.

Focus

Over 15 years ago, *Acxiom **created** and refined the concept of multi-sourced data enhancement.* Since then, the innovative and forward-thinking InfoBase Enhancement team has focused specifically on data enhancement services and continually improving InfoBase Enhancement's performance. As a result of these efforts, *InfoBase Enhancement was the **first** data enhancement product to be delivered online.*

Integrity

The InfoBase Enhancement team understands the value of enhanced data. More importantly, the team understands the value our clients place on accurate data–data of the highest integrity. Before any data is included, it must first undergo a rigorous and thorough data cleansing/file building process.

Customer Commitment

While many companies claim to offer customer service, only the InfoBase Enhancement team provides the total product—including the sale and after-sale support and technical advice—that other companies are unable or are reluctant to provide.

Acxiom is continually communicating with its clients, integrating their real-world input into the latest InfoBase Enhancement updates. When it comes to customer commitment, we are our only competitor.

Currently, we serve clients in a wide range of industries including:

- Call Centers
- Financial Services
- Insurance
- Publishing
- Retail
- Telecommunications
- Utilities
- Web/E-Commerce

Successful salespeople know that the better you understand your customers, the easier it is to sell to them successfully.

Acxiom offers InfoBase Enhancement, the industry's leading data enhancement product that provides the vital customer information you need to increase profits and reduce marketing expenses.

understand your customers

More Sources Mean Better Data

Dressing a New Market

A nationwide retail clothing company targeting the diverse 16- to 35-year-old market, applied InfoBase Enhancement to its in-house customer lists and found that, while it served the stylish urban market well, there was another market for authentic, but fashionable, outdoor wear.

Using this data, the company launched a separate line of stores and clothing targeting this market. To set the new store apart from competitors, the company created a catalog and e-commerce site featuring humorous adventure stories and road trip pointers written by different contributors. The company now sells the catalog to its loyal following in its stores and by subscription. The stores, catalog and Web site have been incredibly successful.

Acxiom continually gathers data from thousands of public and private sources across the United States, enabling InfoBase Enhancement to offer the widest and most current selection of data possible.

InfoBase Premier™ data is qualified and validated by multiple sources, which means you receive the most accurate data without paying the high cost of purchasing data from more than one source. This multi-source technique was created and developed by Acxiom and involves a meticulous data cleansing, comparison and verification process that ensures the most accurate data element is chosen from each of our sources.

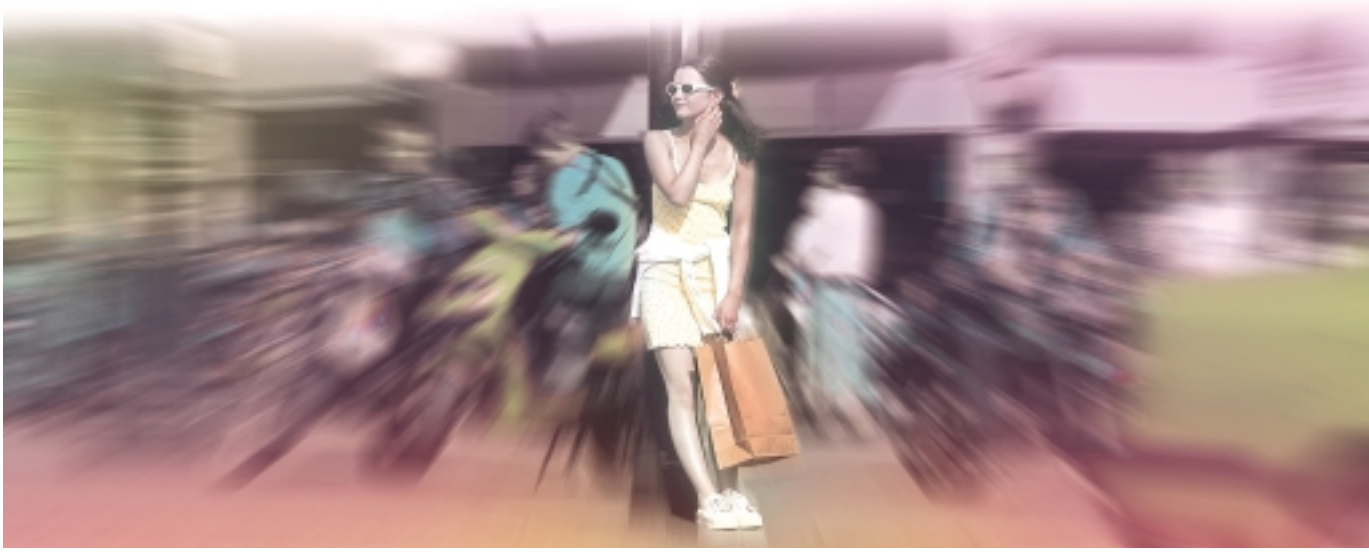
Because of the wealth of data contained in InfoBase, you receive more data elements per-record-appended than from any other source, meaning you get the detailed information needed to implement effective marketing campaigns.

Types of data include:

- Data categories
- Personal characteristics
- Household characteristics
- Real property
- Wealth indicators
- Purchase behavior
- Auto
- Address/phone number
- Lifestyle
- Area level

In brief, when you purchase InfoBase Enhancement, you are receiving the highest quality data, unmatched in reliability, from the largest, most current and comprehensive consumer database in the United States.

largest consumer database in the U.S.



Outpacing the Market with Speed, Flexibility and Efficiency

Today's technology-driven market demands that your company be able to react and adapt quickly at all times to changes in competitors' strategies as well as consumer demographics, tastes and values. To leverage such variables into opportunities, you need a data enhancement provider that offers speed, flexibility and efficiency.

As the leader in fast, efficient turnaround, InfoBase Enhancement allows you to obtain the data you need whenever and however you need it by offering multiple delivery options, including:

- Traditional or "batch" enhancement
- Online enhancement for smaller volumes
- Online enhancement for instant processing of individual records

Traditional Enhancement

For large volumes, or batches, of data, InfoBase Enhancement can add information to your existing files through traditional enhancement processing (known as "batch" processing). Depending on the file requirements and data needs, many files can be processed in hours,* nearly all can be processed in three to four days.

For your convenience, traditional enhancement is available over a variety of media types:

- Diskettes
- Zip™ disks
- Jaz™ disks
- Magnetic tapes
- CD-ROM
- E-mail

Online Enhancement

InfoBase Enhancement was the first to provide online data enhancement. Ideal for smaller amounts of data or individual records, this delivery method uses the Acxiom Data Network℠—Acxiom's online data delivery system.

- **Smaller Volumes** — Using the Acxiom Data Network, you can enhance files of 100,000 records or less in just hours. This is ideal if you need to frequently update your data or meet tight execution deadlines. The data delivered through the Acxiom Data Network is enhanced with InfoBase Enhancement data packages.†
- **Individual Records** — InfoBase Enhancement can also enhance and return single records in sub-second time, making it the perfect solution for Web sites, call centers and point-of-sale locations. By simply entering a telephone number, name and address, or Acxiom's AbiliTec℠ link, you can enhance individual records instantly with InfoBase data packages† available for the Acxiom Data Network and tailor a script or personalize a Web site for each customer or visitor.

InfoBase Enhancement provides a variety of demographic data packages through the Acxiom Data Network as well as Claritas™ PRIZM®, Claritas™ P$YCLE, Looking Glass Cohorts, or InfoBase Premier Lifestages segmentation systems. For more information, contact your InfoBase Data Consultant.

Fast Forward Net Site

As people begin to shop more on the Internet, they want to quickly and easily find what they are looking for—they want to skip introduction pages and go directly to sections featuring the products and services that interest them.

An online sporting goods business recognized this and employed the sub-second delivery of InfoBase Enhancement to its Web site. When a visitor connects to the site, his name and address or phone number is obtained from his registration with his permission and is sent through the Acxiom Data Network.

His information is instantly enhanced with demographic and lifestyle data that notes an interest in tennis. Using this information, the Web site immediately displays a listing of all the company's tennis-related equipment and suggests products that may be of interest to him.

Data the Way You Want It...

Insuring Increased Revenue

Recognizing a recent housing boom, an insurance carrier decided to launch an aggressive marketing promotion of its home-related insurance services.

The company brought a list of potential homebuyers to Acxiom. InfoBase Enhancement was applied and the list showed the types of magazines potential new homeowners subscribed to, kinds of stores where they shopped and lifestyles they led.

This data enabled the company to more effectively target direct-mail campaigns, establish cross-channel promotions, and improve its print media plan.

InfoBase Enhancement provides data in several data packages for your convenience—data the way you want it.

- **Bundled Premier™ Data Packages** — Bundled Data Packages, which include our most popular demographic elements, are available with substantial discounts over per-element purchases.
- **Add-On and Individual Data Packages** — Add-On Packages can be purchased in conjunction with one of the Bundled Premier Data Packages for a discounted rate. Individual Data Packages such as Personal, Household, Real Property, Purchase Behavior and Auto are also available.
- **ABACUS Data Packages‡** — InfoBase Enhancement now offers ABACUS Data Enhancement Packages. ABACUS is the leading source for consumer transaction information gathered from catalogs, retailers and publishers, and maintains the nation's largest database of consumer catalog buying behavior information.

For a complete listing and explanation of all the InfoBase Enhancement packages, please refer to your InfoBase Consumer Data Products Catalog or contact your InfoBase Data Consultant.

...and when you want it

Integrate InfoBase Enhancement Into Your CRM Applications

As your customers become more diverse in their interests and lifestyles, mass marketing returns begin to diminish. Targeted, customer-driven marketing is essential to retaining that competitive edge.

Now, you can use InfoBase Enhancement as a stand-alone enhancement tool and as a powerful Customer Relationship Management (CRM) tool by integrating it into your marketing applications.

Our Software Development Kit (SDK) provides access to the Acxiom Data Network and allows your application to access information in a real-time, on-demand environment simply by utilizing the same software programs your customers use every day for decision-support, marketing automation, contact management and sales force automation.

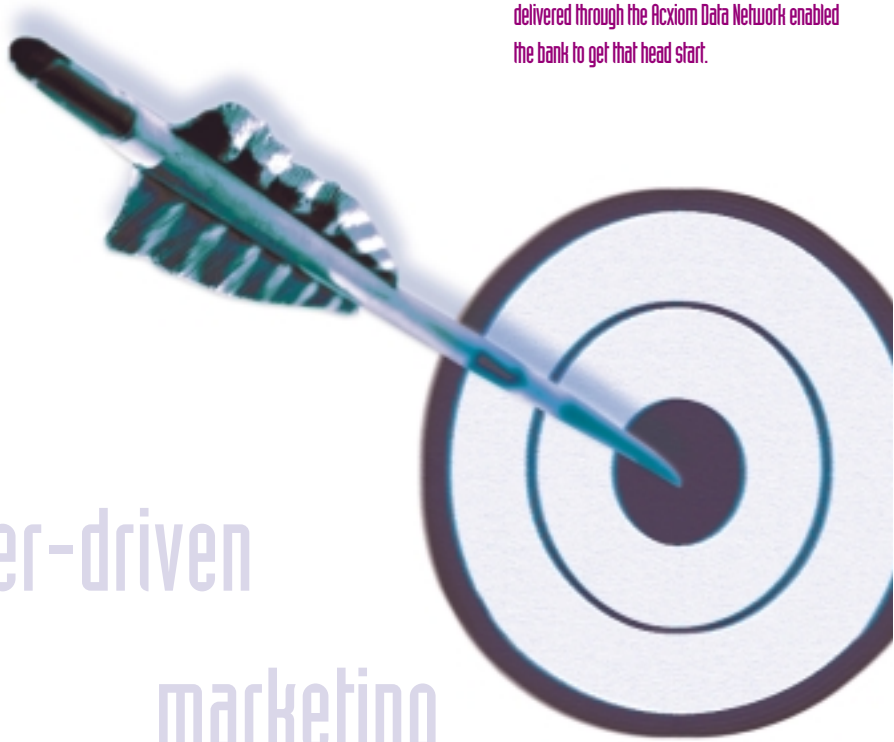
Maximize marketing effectiveness! Contact your InfoBase Data Consultant to learn more about using InfoBase Enhancement as a CRM tool.

Profits in Plastic

A drop in interest rates offered a national bank an opportunity to capitalize by offering credit cards to customers for an introductory, low rate. The offer was time sensitive and the bank needed enhanced customer demographic data as soon as possible.

InfoBase Enhancement provided the demographic, household and lifestyle data the bank wanted. Acxiom's high-speed Internet data delivery network delivered the data on the bank's first set of target customers in just a few hours.

The bank's marketing team stated that being the first to offer a low-interest rate credit card was invaluable and the data that InfoBase Enhancement delivered through the Acxiom Data Network enabled the bank to get that head start.



targeted,

customer-driven

marketing

Much More Than A Sales Team

Your InfoBase Data Consultant ensures that you select the InfoBase product(s) that best serves you, not the product that is easiest for him to sell.

Furthermore, your Data Consultant provides the expert follow-up support you deserve.

An industry expert and a dedicated team of customer service representatives, whose only focus is data enhancement, support each InfoBase Enhancement client. This collection of InfoBase Data Consultants ensures that you receive support before and after you purchase enhancement services, providing you with the total product—something other companies often fail to provide.

Ask your InfoBase Data Consultant how you can successfully use enhancement data, gain the greatest understanding of your customer base, and make your investment in InfoBase Enhancement one that provides a high rate of return.

This close relationship with our clients serves two purposes. First, it allows you to reap the most from your marketing investment. Second, it allows us to learn firsthand about our clients' needs and to answer our clients' questions. We then use this feedback to develop and further refine InfoBase Enhancement.

Watch for Acxiom to Continue Leading the Data Enhancement Field

Focus. Integrity. Customer Commitment. These three qualities enable InfoBase Enhancement to retain its leadership role in data enhancement and customer service.

Learn how InfoBase Enhancement can help you:

- Quickly implement highly targeted campaigns
- Identify your customers' "hot buttons"
- Cross-sell and up-sell more effectively
- Increase market share
- Retain customers and increase loyalty
- Respond quickly to the competition
- Recapture former customers
- Discover new markets
- Enhance advertising
- Save money and improve productivity

Call Acxiom at 1-888-459-DATA (3282) or contact us by e-mail at info@acxiom.com. You can also visit us on the Web at www.acxiom.com/infobase.

focus.

integrity.

customer commitment.

Acxiom supports consumer privacy

In addition to helping companies improve their marketing efforts, Acxiom is a leader in promoting consumer privacy and responsible dissemination and usage of consumer data.

Companies requesting to purchase Acxiom data must meet specific requirements and prove that the supplied information will be applied to legitimate business use. Acxiom also builds data products with all appropriate suppression files including the Direct Marketing Association (DMA) Mail Preference and Telephone Preference suppression files, State Attorney's General Telemarketing Suppression files and our internally built and maintained Acxiom opt-out file.

Acxiom is a founding member of the Individual References Services Group and the On-Line Privacy Alliance, a public interest policy group focused on consumer privacy. Acxiom is actively involved with the DMA to develop self-regulatory guidelines like the DMA's "Privacy Promise" guidelines, which are a condition of membership.

*Standard data requirements must be met. File containing 5mm records or less and received by noon will be enhanced with demographic data and shipped to you the next business day.

†Claritas and Looking Glass data packages are only available through InfoBase Enhancement done through the Acxiom Data Network.

‡ABACUS data is not currently available through the Acxiom Data Network.

ACXIOM CORPORATION
1 INFORMATION WAY
P.O. BOX 8180
LITTLE ROCK, AR 72203-8180
1-888-459-DATA (3282)
www.acxiom.com/infobase
E-mail: info@acxiom.com

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AcxiomDataNetwork.com

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