

Affordable, fast customer insight

Acxiom MarketEdge-X™



Accurate, timely solution for growing
businesses and organizations

Are you getting the answers you need to drive business decisions?

Companies today have more data — and channels — to manage than ever before. The marketers who win must have accurate and timely customer insight to drive business decisions. Successful marketers must be able to integrate, plan and monitor every aspect of a customer's interactions with the marketer's organization. And marketers must have the ability to nurture relationships with long-term customers.

Forrester Research, Inc., the leading independent technology and market research company, believes “firms that aspire to be customer-centric are increasingly leveraging customer data to understand customer behavior, develop customer strategy, and drive customer communications... However, restraints holding them back include:

- Lack of a comprehensive customer view
- Teams that don't have the right skills”

Now marketers can get the required customer insight via Acxiom MarketEdge-X, an advanced customer and prospect marketing database that provides pre-defined functionality in an affordable, packaged solution. By removing the complexity that's typically inherent with expansive — and expensive — marketing database implementations, MarketEdge-X gives businesses the speed they need.

MarketEdge-X allows you to quickly implement your marketing campaigns and programs — either campaigns you've developed or programs Acxiom has developed for you. Our marketing consultants can work with you to develop direct marketing strategies so you can provide the right offer to the right individual — at the right time. Additionally, our account management staff fully understands your overall goals and objectives and will proactively advise you on a day-to-day basis.

Acxiom MarketEdge-X helps companies:

- Manage customers and prospects including data attributes, e-mail and other contact preferences
- Generate standard and ad hoc reports
- Group customers and prospects by households; de-duplicate customers and prospects; recognize customers and prospects
- Manage and consolidate customer and prospect information from available sources

MarketEdge-X's key end user functionality consists of marketing planning, analysis and execution. Specifically, MarketEdge-X provides a totally integrated, affordable end-to-end solution for database marketing, covering **data visualization, analysis and data mining, marketing automation, response analysis and reporting.**

Experience makes the difference

All the research, technology and information in the world have no value if they are delivered without experience. Through MarketEdge-X, Acxiom can provide an experienced team of direct marketing professionals, led by strategic marketing consultants with long and highly successful careers in the marketplace. They are supported by experienced resources throughout the company who specialize in every facet of marketing, from data management and modeling to creative development and privacy compliance.

Marketers can plan, create, execute and report through a single interface, across all channels, across all departments in the marketer's organization, around the globe.

Here's a deeper look at MarketEdge-X's functionality.

Visualizing and analyzing your customers and prospects

The volume and complexity of modern marketing requires innovative methods for understanding data and utilizing this knowledge to drive communications. MarketEdge-X places advanced yet intuitive visualization and analysis tools directly into the hands of marketers for use throughout the marketing process.

Campaign management

Campaign management functionality is a must for marketers. Through MarketEdge-X's user interface, marketers can plan and process simple campaigns to complex segmentation strategies.

Multi-channel execution

As contact options proliferate, marketing technology must accommodate the business need. MarketEdge-X gives marketers the ability to deploy messages across various media, track results in real time and provide a platform for managing consistent content across channels.

Reporting and accountability

Marketing is an iterative process and tracking and sharing the results of marketing activities is as important as executing the campaigns themselves. MarketEdge-X's user interface reporting and accountability applications allow marketers to deliver relevant reports to everyone in their organization who requires insight into the marketing department's activities.

MarketEdge-X can help companies:

- Increase customer loyalty, satisfaction and lifetime value
- Enhance marketing productivity
- Coordinate customer contact
- Improve decision-making

To learn more about how Acxiom MarketEdge-X can help you improve your marketing strategies, visit our website at www.marketedgex.com or call:

1.888.3ACXIOM



Acxiom's view on privacy Acxiom is a global thought leader in addressing consumer privacy issues and earning the public trust. We build great relationships with our clients and help them build great relationships with their customers by turning compliance challenges into opportunity. Acxiom fosters trust-based relationships by delivering customer and information management solutions that facilitate privacy compliance and preference management. Acxiom was the first company in the data services industry to appoint a chief privacy officer to advance policies and oversee compliance. Acxiom has a team of privacy specialists dedicated to understanding the complex issues of information flow and consumer choice, as well as crafting and enforcing responsible privacy best practices. We continually educate consumers, our clients and Acxiom associates about proper privacy policies and conduct.

Acxiom is a member of the Direct Marketing Association, and we support the Center for Information Policy Leadership and the Information Policy Institute. Acxiom endorses the privacy standards of these organizations.