

acxiom<sup>™</sup>  
AOS

Audience  
Operating  
System

The following contents  
will change marketing  
forever.

## A TIME OF (UNEASY) CHANGE

You don't like to think about it. But the thought is always there – following you throughout the day, plaguing your mind. It nags. It tugs. It drains. It's the reality that the world of marketing has changed and you don't have all the answers.

You're facing a cross-channel, Big Data, ROI-driven, take-no-prisoners feeding frenzy. And it's weighing on you. Daily.

How do you tie all the disparate sources of data, media channels and technology providers into one cohesive whole that lets you plan and execute perfectly targeted campaigns across the full range of media options, both online and offline, through the complete purchase funnel, from top to bottom?

### Meet Acxiom AOS – Audience Operating System

AOS is a fundamental technology shift that is redefining the future of marketing. It lets you put data and insights at the center of everything you do as a marketer – simply, comprehensively and reliably – in one integrated platform.

Finally, one-to-one, cross-channel marketing at scale. Everyone claims they can do it, but no one else can actually deliver. Only Acxiom.



DATA, TRANSFORMED.



AOS – HERE'S  
YOUR ANSWER.



## DISABLING DISCONNECTS

How did the life of a marketer get so hard? Basically, it all boils down to three critical disconnects. First, if your company is like others, it's awash in disconnected data, which makes it impossible to get an accurate, single view of each of your customers. Second, despite your seemingly huge surplus of data, there's a shortage of insight – clear, actionable ways for you to leverage all that siloed data for competitive advantage. And lastly, when your insights are disconnected they can't be applied to the precise activities across all channels in the right proportions that could actually increase your return on investment. You're left spending and guessing ... and hoping. The result? More wasted time, money and opportunity.



## HARD QUESTIONS

Do you find yourself asking these kinds of questions and feeling like there are no good answers?

- ▶ "How do I know which aspects of my advertising are working?"
- ▶ "How can I efficiently reach just the customers I want – across multiple channels ... and sync these efforts?"
- ▶ "How can I better attribute marketing efforts to actual sales and prove ROI?"
- ▶ "How can all of this data help me tune my customer engagement so every experience is more exceptional and truly personal?"
- ▶ "How can we become more nimble, so I can reduce time to market?"

## TIME TO GET REAL

As you probably know all too well by now, getting to real answers is a challenge. There's a seemingly endless maze of vendors, technology and noise. That stops now.

At its core, the path to cross-channel success begins with a surprisingly simple concept – know every member of your audience and use the details that comprise that knowledge to intelligently inform every interaction.

Think about how many decisions intended to accurately define customer audiences are based on woefully bad data and bad assumptions. Gut feel is the equivalent of playing roulette – sure, you'll get lucky once in a while, but the odds are definitely not in your favor. One step beyond that is relying on online tracking data and statistical models alone – however, the average site cookie used as a single data point gets something as simple as gender wrong half the time!

The fact is no online cookie or device ever bought anything. Neither did an analytical algorithm. Only people buy things. That's why your best audience insights need to be based on multi-dimensional online and offline insights about real people with real needs, real wants and real behaviors with proven adherence to privacy compliance. That's what creates the complete, single view you can count on. When it comes to engaging with your customers, the details matter. The right details come from many sources. No single source of data is complete – not search, not purchase data, not media usage, brand affinity or buying intent. All are individually valuable but, it takes a comprehensive view of each customer to create real engagement and enlightened customer experiences – ones that build true loyalty and affinity... the ones that drive the results that make you a hero.

**ODDS ARE WE'RE SPEAKING YOUR LANGUAGE.**

## THE COMPLETE SYSTEM

Introducing **Acxiom Audience Operating System (AOS)** – a revolutionary new approach that for the first time allows marketers, agencies and publishers to plan, buy and optimise audiences across channels, devices and applications with precision and scale.



**Acxiom Audience Operating System** is sophisticated technology with built-in applications and services that power all facets of the marketing ecosystem: marketers, agencies, publishers and development partners. It consists of three core layers: data, services and applications.

Engaging meaningfully with people requires a profound change in marketing. Acxiom AOS connects all categories of data and makes it actionable. Imagine, a system that connects data from marketers and publishers, batch and real-time, first-party CRM to third-party enhancement, offline to online, unstructured to structured, analog to digital, traditional to social. Because the best answers come from the sum of all insights and data, not a perspective slanted to one channel or another.

AOS integrates the most relevant sources, distills massive amounts of data into real insights and applies those insights everywhere for your customers and your most important partners' customers, too. AOS fuels advertising that performs better, delivers higher yields, enables marketers to provide greater value and allows consumers to get products and experiences they love – on their own terms.

### AUDIENCE APPLICATIONS LAYER:

At the top of the AOS stack is a robust audience applications layer that includes pre-loaded core applications developed specifically by Acxiom to create a seamless experience for better marketing. Additionally, there is an ever-increasing portfolio of applications developed by Acxiom's clients, partners and third-party developers that leverage the Acxiom Audience Operating System and underlying data through the AOS secure API. This growing application ecosystem delivers a diverse range of specialty functionality designed and tuned for marketers, vertical industries, agencies, publishers and their partners.

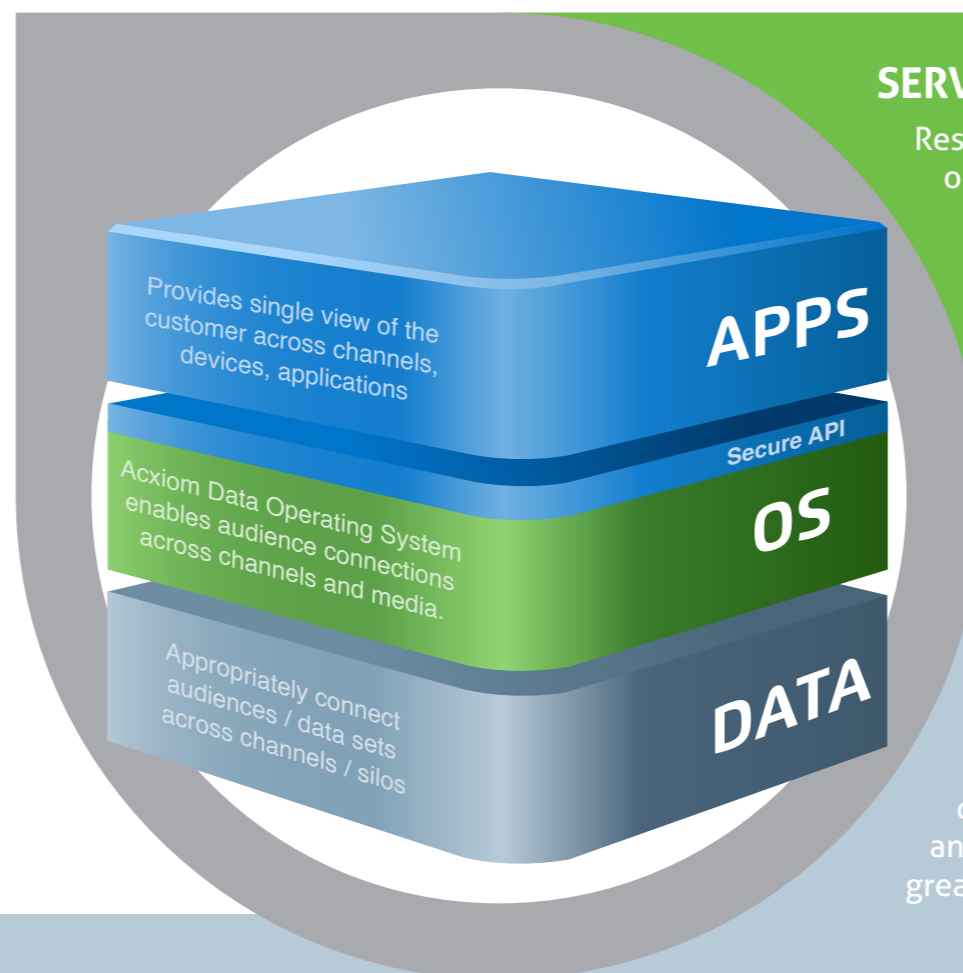
### 1 ACXIOM AUDIENCE OPERATING SYSTEM IS DIFFERENT FROM EVERY OTHER SOLUTION FOR THREE CRITICAL REASONS:

2 3

**TRUST** — From a company that's held the most sensitive corporate data for more than 40 years.

**SCALE** — Ability to target tens of millions of customers across multiple devices.

**PLATFORM** — An open system that allows others in the ecosystem to build on top of it.



### SERVICES LAYER:

Residing above the data foundation is a layer dedicated to advanced operations that connects and improves the data – across channels and across data silos. This services layer enables sophisticated matching and anonymisation of offline and online data to connect even more data and derive more useful insights. Furthermore, it includes a robust and secure API that further extends the power of the data and services layers.

### DATA LAYER:

At the foundation of AOS is a robust data layer that includes the widest array possible of structured and unstructured data. Start with your valuable first-party data – what you already know about your customers – and layer it with additional third-party data. Then, further connect hundreds of millions of online cookies, social data, website data, offline and online transactions, and more, to deliver the broadest and deepest data sets available anywhere. The AOS data layer does it with greater accuracy, security and privacy compliance than any other offering.



## POWERFUL PRE-LOADED AOS APPLICATIONS

Acxiom Audience Operating System comes pre-loaded with a suite of fully integrated and optimised applications to significantly improve cross-channel customer experiences:

### + ACXIOM AUDIENCE ARCHITECT

Provides a one-stop shop for acquiring, enhancing, distributing and reusing audiences. Overwhelming complexity associated with multiple systems and interfaces is eliminated through a simple, self-service web interface for your first-party and third-party data. Audience Architect allows you to distribute refined audiences directly to premium publisher sites, all with just one click.

### + ACXIOM CROSS-CHANNEL PLANNER

Enables marketers to plan and acquire targetable, addressable, one-to-one audiences across all major channels; this usually requires several incompatible tools, but now all that data is in one place using a single, easy-to-use interface. If you can type a keyword, click a mouse and move a slider, this cross-channel audience planning tool is for you.

### + ACXIOM CAMPAIGN OPTIMISER

Takes campaign characteristics you define, overlays a massive amount of data and audience behavioural models, applies deep analytics by channel and lets you know immediately how various offers will perform in each of your segments.

### + ACXIOM AOS ANALYTICS

Provides a powerful suite of Big Data campaign analytics that makes it simple to examine how different audiences, campaigns and sites are performing and immediately identifies how to refine for future improvement. Rich analysis and insights based on the actions of real customers – no more relying on cookie-based reports. More than a simple reporting tool, AOS Analytics gives you results based on actual audience performance and then allows you to build a better audience for your next campaign using the power of Big Data modeling.

### + ACXIOM TECHNICAL TOOLS

Includes all the core measurement mechanisms you need to create a completely integrated analytical infrastructure that delivers the very best insights into the behaviours of your online visitors and responders.

## THE POWER OF PARTNERSHIPS

Acxiom is the de facto connector of data, insights and audiences – between marketers, agencies, publishers and partners. Acxiom won't stop until all major media companies are connected into AOS. And amazing progress has already been made with deep relationships established and activated with:

- ▶ The largest social media company in the world to make its advertising more relevant and measurable
- ▶ Five of the six most visited digital properties
- ▶ Two of the most utilized mobile advertising companies
- ▶ Many major interactive television partners



WE'VE SEEN THE  
FUTURE AND IT  
ALL CONNECTS  
THROUGH AOS.

## THE ACXIOM DIFFERENCE

Advantage goes to the experienced innovators. Since 1969, Acxiom has been solving Big Data for marketing and has been a leader in the intricacies of global consumer privacy policies. Extending and connecting our knowledge of massive offline data stores to online and social behaviors is now a reality – matching real people, not simply cookies.

No other company connects in so many ways. No other company can even come close to providing the same level of accuracy and reach. And no other company has the depth and breadth of knowledge of the new currency that powers an advanced global economy: connected data. Acxiom delivers results.

## ACXIOM AUDIENCE OPERATING SYSTEM:

- ▶ Everything you need to manage and understand your customers and prospects – in one place.
- ▶ Enables decisions powered by facts – not guesswork.
- ▶ Simple. Powerful. Transformational.

## WHAT YOU'LL LOVE KEY FEATURE

**Centralised** customer and prospect data in a single interface.

**Easily enhanced** with third-party data, including Acxiom's world-class repository of consumer information, to make your insights and actions even more impactful.

**Targeted reach** at scale from a single interface; your audiences can be identified and messaged across all tactics, devices and publishers.

**Designed** for security and privacy compliance, backed by more than 40 years of Acxiom experience.

**More reach.** Greater accuracy. From the innovative leader you can trust.

Marketing used to be a world of disconnects. Not anymore. Get ready for actual one-to-one marketing at scale.

Acxiom Audience Operating System changes everything.

## REMARKABLE POSSIBILITIES:

Anonymously target tens of millions of current customers across multiple devices and platforms.

Create segments and deliver targeted ads on the web, mobile, email and TV.

Show the direct impact of search and online advertising on offline sales.

Quickly and inexpensively build proprietary marketing apps that solve specific solutions, exactly as defined by the client.

Provide a simple tool to target segments based on propensity to buy, not demographics.

Create a central data warehouse that can be accessed by individual brands from anywhere in the world.

Provide a means for agencies to use the most valuable client data without compromising security.

## ARE YOU READY TO JOIN THE AOS REVOLUTION?

Acxiom is an enterprise data, analytics and software as a service company focused on strengthening connections between people, businesses and their partners.

Acxiom Audience Operating System (AOS) is an innovative new technology that powers more effective marketing decisions through better data, valuable insights and powerful applications. Whether you're an advertiser, agency, publisher or software company, AOS can transform how you interact with people, with both greater precision and global scale, across channels, devices and interactions.



DATA, TRANSFORMED.



Major Offices Include:

**Frankfurt | Little Rock | London | New York | Paris | Sao Paulo | Silicon Valley | Shanghai | Sydney | Warsaw**

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