



DATA SELECTS GUIDE

www.myacxiompartner.com

Testimonials

Acxiom Vital to Marketing Efforts

“Working with Acxiom for all of our clients’ data needs has been a wonderful experience! From their online ordering tool to personal customer service, they have really hit the mark for our organization! Additionally, the data provided has been top notch. We have helped our clients grow their businesses and interests with the data Acxiom has provided.”

— Rich Cichoski, Manager, Alpha Graphics of PA

Right Company, Right Choice

“After evaluating several marketing companies, I decided hands-down to go with Acxiom. Everyone on my internal marketing team is pleased. Acxiom is providing us with quality mail lists and we continue to reach new prospects each and every day. We love how user-friendly the MyAcxiomPartner application is and their customer support team has exceeded my expectations.”

— Nancy Helfrich, Marketing Director, Typeworld Unlimited

Quality Data Services

“MyAcxiomPartner has given Turnkey Sports and Entertainment 24/7 access to Acxiom’s quality data services through a highly intuitive interface and serves as an organizational tool that helps our team manage outbound campaigns. Their support team is spectacular and also always there when you need them.”

— Haynes Hendrickson, President, Turnkey Sports and Entertainment

How We Help Businesses

We have the privilege of helping businesses of all sizes in two main areas:

1. Reaching your targeted new prospects easily through multiple channels
2. Optimizing the utilization and value of your customer data

As a result we are able to help businesses find new customers faster and more profitably, expand their communication channels and save valuable time and money.

We view ourselves as your trusted marketing *partner* — we put ourselves in your shoes and provide recommendations and solutions to help your business succeed. Visit us at www.myacxiompartner.com to learn more and to take advantage of all we have to offer on demand.

Reach New Prospects

We make it easy to reach your target audience utilizing the widest set of selection options available (outlined on pages 4-8) through various channels including:



Direct Mail and Telemarketing Lists



Facebook



Mobile Devices



Email

Get started building your target audience any time or learn more at www.myacxiompartner.com.

Consumer

Individual

Age 2-Year Increments
Date of Birth (Month/Year)
Education
Gender
Occupation
Political Party
Prefix Title

Homeowner

Census Median Home Value
Home Equity Available
Home Expiration Date–Loan Month
Home Expiration Date–Purchase Month
Home Market Value
Home Purchase Amount
Home Purchase Date
Home Purchase Year
Homeowner/Renter
Lender Type
Loan Amount
Loan Date
Loan to Value Range
Pool
Property Type
Year Built

Ethnicity

African American Professionals
Country of Origin
Ethnic Group
Ethnic Roll-up
Hispanic Country of Origin
Hispanic Language Preference
Language Preference
Race Code
Religion

Address

Address Type Indicator
Time Zone
Vacant Address Flag

Household

Age Head of HH
Age Ranges in HH
Business Owner
Census Median HH Income
Children's Age Range
Dwelling Type
Education–Head of HH
Generations in HH
Green Living
Household Size
Income–Estimated HH
Length of Residence
Life Events
Life Insurance Policy Owner
Marital Status
Number of Adults
Number of Children
Occupation–Head of HH
Political Party–Head of HH
Presence of Children
Senior Adult (HH)
Veteran
Working Woman
Young Adult (HH)

Interests

Arts
Auto Work
Aviation
Beauty and Cosmetics
Biking/Mountain Biking
Boat Owner
Boating/Sailing
Broader Living
Camping/Hiking
Career
Career Improvement
Cat Owner
Celebrities
Children's Interests
Christian Families
Collectibles–Antiques

Interests (cont.)

Collectibles—Arts
Collectibles—Coins
Collectibles—General
Collectibles—Sports Memorabilia
Collectibles—Stamps
Collector Avid
Common Living
Community/Charities
Computers
Consumer Electronics
Cooking—General
Cooking—Gourmet
Cooking—Low Fat
Crafts
Cultural/Artistic Living
Current Affairs/Politics
Dieting/Weight Loss
DIY Living
Dog Owner
Education Online
Electronics/Computers
Environmental Issues
Equestrian
Exercise—Aerobic
Exercise—Running/Jogging
Exercise—Walking
Fashion
Fishing
Food—Vegetarian
Food—Wines
Foods—Natural
Games—Board Games/Puzzles
Games—Computer Games
Games—Video Games
Gaming—Casino
Gaming—Lottery
Gardening
Golf
Grandchildren
Health/Medical
High Tech Living
Highbrow
History/Military
Home Furnishings/Decorating
Home Improvement
Home Improvement—Do-It-Yourselfers
Home Living
House Plants
Hunting/Shooting
Investments—Foreign
Investments—Personal
Investments—Real Estate
Investments—Stocks/Bonds
Money Seekers
Motorcycling
Movie Collector
Movies at Home
Music—Avid Listener
Music—Home Stereo
Music Collector
Music Player—Audio Equipment
NASCAR
Other Pet Owner
Parenting
Photography
Professional Living
Reading—Audio Books
Reading—Best Sellers
Reading—Financial Newsletter
 Subscribers
Reading—General
Reading—Magazines
Reading—Religious/Inspirational
Reading—Science Fiction
Religious/Inspirational
RV
Science/Space
Scuba Diving
Self Improvement
Sewing/Knitting/Needlework
Smoking/Tobacco
Snow Skiing
Spectator—TV Sports
Spectator Sports—Auto/Motorcycle
Racing
Spectator Sports—Baseball
Spectator Sports—Basketball

Interests (cont.)

Spectator Sports–Football
Spectator Sports–Hockey
Spectator Sports–Soccer
Spectator Sports–Tennis
Sporty Living
Strange and Unusual
Sweepstakes/Contests
Tennis
Theater/Performing Arts
Travel–Cruise Vacations
Travel–Domestic
Travel–Family Vacations
Travel–International
TV–Cable
TV–HDTV/Satellite Dish
TV–Satellite Dish
Upscale Living
Water Sports
Wireless–Cellular Phone Owner
Woodworking

Buying Activity

Bank Card–HH
Brand Name Medicine Propensity
Buying Activity Categories
Channel Preference Propensity
Credit–Range of New Credit
Credit Card–New Issue
Credit Card Indicator
Credit Card Issuer
Credit Card User
Credit Card User
Heavy Transactors
Investments–Active
Mail Order Buyer
Mail Order Donor
Mail Order Responder
Method of Payment
Number of Credit Lines
Online Purchaser
Retail–In Store Only Buyer
Retail Last Activity Date
Retail Purchases

Travel

Cruise Vacation Propensity
Type of Travel

Health

Advertised Medicine Inquirers
Health Ailments/Concerns
Mail Order Prescription
Rx–Online Search

Auto

Insurance Renewal Month
New Car Buyer
Truck/Motorcycle/RV
Vehicle–Dominant Interest
Vehicle–Intend to Purchase
Vehicle–Known No. Owned
Vehicle Make
Vehicle Model
Vehicle Type
Vehicle Verification Date
Vehicle Year

Segmentation

Nielsen IPA
Nielsen P\$ycle
Nielsen Prizm HH
Nielsen Prizm ZIP
Personicx Classic
Personicx Digital
Personicx Financial
Personicx Hispanic
Personicx Insurance
Personicx Lifestyle

Wealth

Discretionary Income
Economic Stability Indicator
Estimated Residential Properties Owned
Full Service Investor
Real Estate Investor
Net Worth
Net Worth Gold
Self-Service Investor
Vacation Property Ownership
Propensity

Business

Industries

SIC Code
NAICS Code

Job function

Business Title

Firmographics

Business Start Year
Employee Size Range
Ethnic Owned
Ethnicity
Franchise Code
Gender of Contact
Name Present Flag
Sales Volume Range
SOHO Flag
Years in Business

Other

Address Line
Address Type
DSF Delivery Indicator
Mailable/Phoneable
Website URL
ZIP4 Present

Saturation

Demographics

African American Householder %
Asian Alone Householder %
City or Rural Addresses
College Addresses
Do It Yourselfers Index
Dwelling Type
Family HH with people under 18%
Gender of Primary Person
Health and Fitness Index
HH Count (per ZIP & CRRT)
Hispanic Householder %
Median Age Population 18+
Median Household Income

Median Value Owner-Occupied
Housing

Median Years of Education for
those 25+

Omit Drop Addresses

Owner Occupied Units %

Rent/Own

Renter Occupied Units %

Residential/Business Selector

Route Types

Seasonal Addresses

Trailer Addresses

Travel Index

New Mover

Homeowner

Home Market Value—Estimated
Ranges

Homeowner/Renter

Address

Address Lines

Distance of Move

History Flag

Previous Address Flag

Record Receipt Date (Pub Date)

Transaction Code

ZIP4 Record Type

Household

Age Head of HH

Census Median Income

Dwelling Type

Education Head of HH

Gender of Primary Owner

HH Income—Estimated

Hispanic Language Preference

Marital Status

Number of Children

Presence of Children

Race Code

Trust Flag

Telephone

Phone Received Date
Telephone Number

New Homeowner

Loan & purchase

1st Loan Amount
1st Loan Interest Rate Type
1st Loan Type
2nd Loan Amount
2nd Loan Interest Rate Type
2nd Loan Type
3rd Loan Amount
3rd Loan Interest Rate Type
3rd Loan Type
Cash Only Purchase Flag
Full/Partial Flag
Loan Amount
Loan Interest Rate Type
Loan to Value
Loan Transaction Type
Loan Type
Purchase Amt/Transaction Value
Purchase/Loan Date
Quitclaim Flag
Second Loan—Line of Credit
Seller-Carry-Back Flag
Third Loan—Line of Credit

Homeowner

Home Market Value

Household

Age Head of HH
Education Head of HH
Gender of Primary Owner
HH Income—Estimated
Hispanic Language Preference
Homeowner Type
Marital Status
Number of Children
Presence of Children
Property Type
Race Code
Trust Flag

Property

Cooling System Detail
Finished Square Foot Total
Heating System Detail
Presence of Heating-Cooling
Presence of Pool
Year Built

Address

Address Lines
History Flag
Record Receipt Date (Pub Date)
ZIP4 Record Type

Telephone

Phone Received Date
Telephone Number

Audience Propensities

Take advantage of pre-built consumer behavior models to choose new prospects for your next campaign. More than 3,000 models are available to choose from across a variety of industries including:



Retail

- Purchase Apparel from Target
- Purchase NIKE Footwear



Travel/Entertainment

- Use JetBlue Airlines
- In Market for Cruise



Media

- Watch ESPN
- Listen to Satellite Radio



Non-profit

- Member of Charitable Organization
- Contribute to Religious Organization



Insurance

- Geico Automotive Insurance
- Carry Term Life Insurance Policy



Financial Services

- Have a Home Equity Loan
- Have Certificates of Deposit

Use Audience Propensity models for reaching new prospects any time at www.myacxiompartner.com or to view a listing of the available models.

Optimize Your Data

Acxiom can enhance your database to help your business better understand your customers, pinpoint your best prospects, expand your communication reach and save money on direct marketing campaigns. Below are some of the ways we can help. Check us out at www.myacxiompartner.com to try them out or to learn more.



Data Hygiene Solutions

- Update the postal addresses in your database (*e.g. NCOA, address standardization*)
- Remove duplicate records



Email Services

- Append email addresses to your database through an easy, permission-based process.
- Verify the emails in your database, flagging undeliverable records.



Data Enhancement Solutions

- Append demographic and/or psychographic information to your database to learn more about your customers. Choose one of our standard packages or the specific elements you wish to append




Phone Services

- Append phone numbers to your address records.
- Append names and postal addresses to records with a phone number only.
- Verify phone numbers in your database, and update them where possible.



Portrait Reports

- Learn more about the demographic and psychographic composition of your database.
- Learn which characteristics your database is more likely to have relative to your business' territory.

 To learn more about how Acxiom can work for you, visit myacxiompartner.com, email us at info@myacxiompartner.com or call us at 866.977.6018.

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