



ACXIOM AND LINKEDIN PARTNERSHIP



Acxiom's partnership with LinkedIn enables advertisers to power people-based marketing by unlocking access to Acxiom's thousands of digital audiences.

WHO IS ACXIOM?

Acxiom is the global leader in customer insights, identity, analytics, and the ethical use of data. Acxiom has the most accurate and powerful third-party data on 260 million addressable individuals to help marketers reach Americans 18 and older, representing 100% of marketable individuals.

THE MOST ACCURATE AUDIENCES AVAILABLE

Acxiom focuses on creating the **best possible audiences** across the most sources of data, effectively harnessing big data and offline sources (not just cookies) on real people.

INFOBASE: This comprehensive data repository includes more than 5,000 attributes representing 100% of marketable U.S. people and households.

Individual Demographics	Household Characteristics	Financial	Life Events	Interests	Buying Activities	Behavior	Major Purchases

AUDIENCE PROPENSITIES: Acxiom's suite of powerful, predictive audiences. These behavioral and attitudinal indicators are modeled based on known, actionable information and tied to shopping intent, attitudinal data, media behavior, etc., to likely predict brand affinity and preferences, in-market interests and timing, and media viewing habits.

Automotive Industry	CPG Propensities	Insurance Propensities	Investment Services Propensities	Retail Propensities	Technology Category

For example, an automotive manufacturer could use a combination of people likely in the market with a particular brand affinity to determine the best recipients for the model being promoted.

AP000001 In Market for a New Domestic Luxury Vehicle

AP000016 Affinity for a New Cadillac

Acxiom can also help you find audiences based on many **geographical characteristics**.

- **State**
- **DMA**
- **ZIP Code**
- **County**

WHY ACXIOM?



EXPERIENCE

More than 50 years of data, identity and data management experience



TRUST

Leaders in data governance and ethical data sourcing



SERVICE

Exceptional service delivery and client retention



ACCURACY

Most comprehensive and accurate data across the globe

ACXIOM'S VALUE FOR LINKEDIN ADVERTISERS

CREATE CUSTOM AUDIENCES Acxiom segments can be combined using Boolean logic. Advertisers are empowered to create highly customized audiences that fit their campaign needs.

B2B + B2C REACH LinkedIn's business insights can be combined with Acxiom's demographic, interest, and attitudinal data to create highly customized audiences.

WHITE-GLOVE SERVICE Advertisers and LinkedIn partners can hit the "easy" button and let the Acxiom Data Guru team create strategic, customized recommendations based on campaign targets.

PRIVACY-FORWARD Acxiom's integration with LiveRamp is established through hashed email, meaning that no cookies are included in the output of distributing audiences to LinkedIn.

GET STARTED

- LinkedIn representatives, advertisers, and agencies that want to use Acxiom audiences must have Account Manager access to their LinkedIn ad account to continue with activation.
- Once **Account Manager** access is confirmed, reach out to DataGuru@acxiom.com to get started. The Data Guru team can even help you discover and find audience ideas for your campaign.

REACH OUT to DataGuru@Acxiom.com to get started today!

acxiom[®]

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