

Acxiom Solutions for Financial Services



Strategies to maximise opportunities in a challenging economy.

An economy in crisis has created more stringent operating conditions for today's financial institutions. As customers exercise extreme caution, financial services aim to decrease spend and consolidate positions. It has never been more vital to retain and maximise the value of existing clients while reducing risk and fraud.

With mass marketing a less viable targeting strategy, channels expand to encompass email, on-line, mobile and other less traditional methods. Employing marketing campaigns effectively across multiple channels is key to making the most of limited resources. When capital commitments come under scrutiny, how do you best invest limited marketing resources to achieve maximum return?

Acxiom understands the financial industry's challenges, and can help to resolve them. Our range of data-based marketing and information management solutions can help financial institutions communicate more effectively with both consumers and businesses, optimise marketing spend and achieve rapid return on investment for more measurable, improved results.

Whether increasing deposits, reducing lines of credit, mitigating risk or improving overall profitability is your focus, Acxiom can help you to reach your business potential by:

- Improving Customer Retention
- Driving customer profitability through cross-sell and up-sell
- Market analysis and segmentation
- Acquisition

Customer Retention and Value, Cross-Sell and Up-Sell

- Target marketing and communications strategies utilising the optimal channel to maximise customer value
- Recognise risk-averse customers to realign product offerings
- Enhance customer information and insight:
 - Comprehensive customer profiling
 - Business behaviour and household-level segmentation
 - Single Customer Views
 - Identify high-value customers and prospects of high potential value
 - Identify customers prior to a move when loyalty is traditionally weakened
- Execute effective and affordable marketing campaigns across multiple channels for better results at minimal cost
- Minimise incidences of risk and fraud with electronic customer identification and verification
- Host, maintain and manage your data using specialised solutions specific to financial services
- Work with Acxiom to build specific models for predicting customer behaviour

About Acxiom

The global leader in interactive marketing services, Acxiom connects clients with their customers through deep consumer insight, powering effective and profitable marketing initiatives and business decisions. Our consultative approach spans industries and incorporates decades of experience in consumer data and analytics, information technology, data integration and consulting solutions for effective marketing across multiple channels. Our Lines of Business include:

- Data
- Data Services
- CDI
- Customer Information Solutions
- Consulting
- Analytics
- Digital

Targeting and Acquisition

- Achieve increased ROI for reduced marketing spend with more targeted and strategic campaigns
- Enhance customer insight:
 - Identify prospects with the propensity and capacity to respond
 - Target senior decision-makers from Australia's most comprehensive B2B prospect universe
 - Target CCDs with a high financial demand
 - Utilise Acxiom's comprehensive B2B and B2C customer and prospect lists
 - Identify customers and households prior to relocation
 - Identify time-sensitive triggers to assist in prioritising priority targets

Market Insight

- Analyse and report on customer behaviour
- Define geographical sales territories with the best door-to-door targeting opportunities
- Assist with site location based on area profiles and GIS data sets
- Utilise Acxiom's unique segmentation tools to identify optimal targets based on business attributes, consumer lifestage or demographics

Our commitment to data quality

Delivering the highest quality data to our clients is vital to Acxiom's corporate mission. We believe that accurate, timely consumer information is a critical component of successful Customer Relationship Management. To that end, Acxiom employs a unified, company-wide data quality management system for evaluating each of our individual data products. Our best practice include complex methodologies for the continuous measurement, analysis, benchmarking, trending, and improvement of data quality. In addition, Acxiom is committed to researching and creating new technologies that enhance information quality and sharing these innovations throughout our enterprise and industry.

See how Acxiom can work for you.

For more information, visit our website at

www.acxiom.com.au or call:

1300 ACXIOM



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 every Acxiom associate about proper privacy policies and conduct.

Acxiom is a member of the Australian Direct Marketing Association.

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