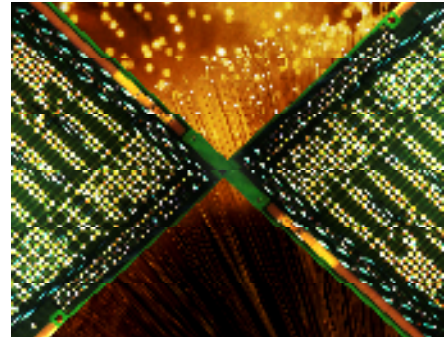


Acxiom Solutions for High-Tech



Strategies for customer acquisition, management and retention.

Technology companies operate in a fiercely competitive and globalised market. The need to manage multiple channels and partners as levels of customer control continue to increase has made customer insight almost as vital to the industry as an innovative product or service. Responding to this market shift requires that organisations maintain a strong customer focus.

Acxiom is a leading provider of marketing and information management solutions to the High-Tech sector. Providing effective, customer-centric insights Acxiom helps clients to improve overall profitability and achieve more measurable, improved results.

Our solutions can help you to reach your business potential through:

- Acquisition
- Improving customer retention
- Driving customer profitability through cross-sell and up-sell
- Market analysis and segmentation
- Brand re-positioning

Customer Acquisition, Cross-Sell and Up-Sell

- Enhance customer information and insight:
 - Business behaviour and household-level segmentation
 - Single Customer Views
 - Identify high-value customers and prospects of high potential value
 - Identify and target relevant B2B and B2C customers from comprehensive firmographic and consumer universes
 - Identify prospects with internet and broadband services, relevant interests, online purchasing history
- Work with Acxiom on:
 - B2B and B2C lead generation campaigns
 - Digital marketing strategies and services
- Work with Acxiom on:
 - Tailored consumer survey programmes to build more detailed and qualified information and gain greater customer insight

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

Customer Retention and Value

- Employ smarter marketing and communications strategies
- Enhance customer insight:
 - Utilise comprehensive Acxiom lifestyle data
 - Single Customer Views
 - Segment customers to identify those of high value
- Host, maintain and manage your data using a specialised, industry-specific data base and data access/analysis solution
- Identify profitable cross-selling and up-selling opportunities amongst your customer base

Market Insight

- Obtain a greater insight into your customers for development of relevant offers and promotions
- Analyse and report on customer behaviour and motivations
- Utilise Acxiom's unique segmentation tools to identify optimal targets based on business attributes or behaviour, and consumer lifestage and 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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