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**Acxiom Launches New Customer Intelligence Database**  
*InfoBase-X features triple the amount of data elements, new  
consumer lifestyle information, high-speed delivery*

**LITTLE ROCK, Ark. and CHICAGO – Oct. 16, 2007** – In today's marketing environment, the customer rules. Those companies that know the consumer best will thrive in today's customer-centric marketing environment. Today at the DMA07 Conference & Exhibition, Acxiom® Corporation unveils a new version of its industry-leading InfoBase consumer database that provides companies with the meaningful – and relevant – business intelligence needed to acquire and retain key customers.

The new InfoBase-X continues Acxiom's 30-year tradition in consumer data, bringing together more source files than ever before. InfoBase-X triples the number of sources of the classic InfoBase version, resulting in better accuracy and more coverage for clients. In addition, Acxiom can fill in gaps in coverage by using proven algorithms in conjunction with multi-sourced data.

InfoBase-X helps companies:

- Understand and segment customers
- Track changes in composition of customer base
- Increase response and conversion rates
- Improve targeting to make marketing more efficient and increase marketing ROI
- Maximize the value of each customer through up-sell/cross-sell and loyalty programs
- Acquire profitable new customers
- Recapture former customers

With the new edition of InfoBase, the data elements have increased from 540 to more than 1,500 elements. InfoBase-X significantly shifts from survey data to more emphasis on consumer interest and behavioral data. This shift in data improves the predictive qualities of models, provides better representation of consumer lifestyles and allows for more effective niche marketing.

“We have spent the past two years building a truly revolutionary consumer database that is unique to the marketplace,” said Drew May, Acxiom’s Data Products organization leader. “With InfoBase-X, the dream of personalized, relevant marketing comes to life like never before. Companies can now reach consumers with more relevant messages at the right time and through their preferred channels.”

According to the June 5 Forrester Research report, “Eight Marketing Technologies that Enable Customer Centricity,” being customer centric requires more than a clever marketing program. Marketers must invest in technologies that enable deep customer insight and support processes that place the customer at the center of operations. Acxiom’s InfoBase-X provides marketers with the leading consumer database that includes 199 million names, giving a full picture of these consumers by emphasizing life-event data. The new database will power many of Acxiom’s upcoming offerings in addressable media marketing and customer loyalty programs.

InfoBase-X’s focus on behavioral information includes new and expanded data categories such as Life Event, Buying Activity, Travel, Behavior, Ethnicity, Lifestyle/Interests, Real Property, Automotive and more. Life Event data will include data such as when a child is leaving for college or when a family is having a baby – events that are triggers for specific marketing activities.

InfoBase-X also includes industry-specific information, such as automobile information (make/model/year) at the household level.

Large batch data updates have typically taken 30 to 60 days to reach marketers in a usable format. With InfoBase-X that time has decreased to a matter of minutes or seconds. This provides marketers immediate availability of high-value data, such as life events and intent-to-purchase data.

“Data latency has always been an issue in getting relevant marketing messages to the right consumers,” said John Ripa, Acxiom Data Products group leader. “With predictive capabilities that InfoBase-X makes possible, a mortgage company will be able to identify households that will be in the hunt for a mortgage. It completely changes the game, arming marketers with data that can make the sale today.”

### **About Acxiom Corporation**

*Acxiom Corporation (NASDAQ: ACXM) integrates data, services and technology to create and deliver customer and information management solutions for many of the largest, most respected companies in the world. The core components of Acxiom's innovative solutions are Customer Data Integration (CDI) technology, data, database services, IT outsourcing, risk mitigation, consulting and analytics, and privacy leadership. Founded in 1969, Acxiom is headquartered in Little Rock, Ark., with locations throughout the United States and Europe, and in Australia, China, and Canada. For more information, visit [www.acxiom.com](http://www.acxiom.com).*

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