

Effective EASTER INSIGHTS from ACXIOM®

PERSONICX® PROFILES

These are based on Acxiom's newly rebuilt consumer marketing segmentation, Personix®. The clusters enable you to take your insights a step further with deeper understanding of your existing and prospective customers' demographics, lifestyles and buying behaviour, so you can analyse your marketplace more thoroughly and accurately. Utilising a wealth of information to segment the AU market place into 50 distinct groups allows you to effectively understand, target and connect with consumers. [Visit our website](#) to see which audiences you can reach with your Easter campaign marketing (some examples below).

POACHED EGGS Urban Sophisticates

Young urban sophisticates currently in multi-level, high density living. This group are in skilled jobs with modest incomes and currently enrolled in post-graduate studies and more unlikely to have a car. They spend what they can afford on housekeeping services, sports, fitness fees, and holidays. They can be found shopping for food, clothes, and travel online. Alternatively, they spend time organising their social life which includes watching sports or doing fitness related activities.

SUNNY SIDE UPS Uber Professionals with Rising Wealth

These professionals are young couples living in multi-story flats, units or apartments. If it is true that Australia is a knowledge economy, this is where the knowledge economy is most visible. They bank, book holidays and pay bills online. LinkedIn and email are favourites for communication. They spend on superannuation, dining out, gym memberships, books, and holidays within Australia.

SCRAMBLED EGGS Multicultural Mix

Mixture of many different countries living in owned semis or townhouses are predominant in this segment with very high TAFE enrolments. Occupation within this segment tends to be in manufacturing, wholesale trade, warehouse, transport, financial and insurance services, machine operators and drivers. They are less likely to have multiple cars, in comparison to average Australian households. They spend on food, casino, public transport, clothing, and insurance.

COLLABORATIVE TARGETING

Collaborative Targeting, (otherwise known in the industry as direct 1:1 matching), builds on the deep insight of marketers CRM databases, taking offline customer and prospect data and matching it to the audiences of Acxiom's top online advertising publisher partners. The result is that marketers can target specific audiences with more relevant ads and more consistent marketing communications enabling consumers and prospects engagement levels to increase.

To enhance your Easter campaign Acxiom can help you:

- Reach your target audience members with certainty and make the most of **premium ad opportunities** across top publishers
- Target look-a-likes of your best customers across channels and 'moments' with **Acxiom's rich data**
- Optimise your ad spend with **increased efficiency** and **decreased waste**
- Accurately measure your **return on investment** via closed loop reporting
- Feel confident your **data is protected** within our privacy-compliant matching environment

Learn more about Acxiom's **Collaborative Targeting**.

**For more information on how Acxiom can help your marketing efforts:
Call 1300 ACXIOM | Email infoau@acxiom.com
or visit www.acxiom.com.au**

