The skills and dedication of our associates transformed Acxiom from a small data processing company into a market leader.

Founded in 1969, Acxiom (Nasdaq: ACXM) is headquartered in Little Rock, Ark., and serves clients around the world from locations in the United States, Europe, Asia-Pacific and South America.

Acxiom is a recognized leader in technology and marketing services that enable marketers to successfully manage audiences, personalize consumer experiences and create profitable customer relationships. Our superior industry-focused, consultative approach combines consumer data and analytics, databases, data integration and consulting solutions for personalized multichannel marketing strategies. Acxiom leverages over 40 years of experience in data management to deliver high-performance, highly secure, reliable infrastructure-management services.

Timeline & History

As the developer of some of the largest and most sophisticated business intelligence and marketing databases in the world, we design and implement solutions that can help clients:

- Analyze their customer base
- Improve customer acquisition and retention
- Grow the value of customer relationships
- Reduce risk and protect against fraud
- Analyze costs to plan more effectively for CRM and IT initiatives
- Manage large volumes of data and more efficiently operate data centers

Some of our key products and solutions include:

- **Multichannel Marketing**: Acxiom integrates online and offline capabilities so that clients can become more consumer-centric and effective in their marketing activities.
- **Global Consulting**: Our highly skilled business consultants help clients increase revenue, reduce costs, improve customer loyalty and raise market share.
- **Data**: With more than 32 billion data records updated each month, Acxiom is the industry leader in compiling, managing and applying...
Technology Leadership: We currently manage over 20 billion customer and prospect records and integrate over 4 billion customer records each day.

Database/CDI: Acxiom provides operational data stores for supporting real-time, front-office customer management applications across all channels.

IT Services: Acxiom has a long history of providing IT services to the world’s leading companies, government agencies and others with innovative solutions in mainframe outsourcing; managed server service; network management; and desktop, storage and security issues.

Identity Solutions: Our comprehensive data and up-to-date technology help authorities search for criminals, help institutions locate debtors, and help banks and retailers prevent identity theft and other fraud.

Privacy: Acxiom is a recognized thought and practice leader in the public policy issue of privacy; our expertise helps companies develop successful, privacy-compliant strategies for managing consumer information.

When companies work with Acxiom, we make it easy for them to establish strong ties with customers by helping them better understand what customers like, what they want and the best ways to communicate with them. Acxiom’s customer and information-management solutions help close gaps in customer knowledge—a key to our clients’ ability to sustain and grow their businesses.

Contact us now (/Contact-Us/)
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