Real iD

# Identity solutions built for a digitally native world

People expect brands to know them better than they actually do. Acxiom's Real ID, built from the industry's most comprehensive consumer data, helps you meet and exceed expectations.

### Connect with more than 260 million addressable consumers

Recognize more people across the marketing ecosystem.

Speak to an expert

# Winner of the 2024 MarTech Breakthrough Award

**2.6B**
connected consumers globally

**35+**
global data services markets

**5T+**
number of records processed per month

**10k+**
unique attributes

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## Maximize tech investments

Technology paired with connected data and identity almost always achieves positive ROI by ensuring customer data is ready for use. Real ID is available across major platforms and publishers to ensure your next tech investment delivers the multi-channel experiences and outcomes outlined in your business case.

## Realize AI potential with more accurate insight

AI is only as good as the data it uses. Power AI with the same high-quality data and insights that act as the backbone of any successful marketing plan. With Real ID, you can achieve better data-driven segmentation and a more holistic view of your customers and prospects that can more accurately predict future behavior.

## Recognize more people on digital properties

Recognize unauthenticated website and app visitors to drive personalization and relevance – without adding extra tags. Understand who is viewing your ads on paid media, retarget more effectively and turn the unknown into known for more accurate insights.

## Why Acxiom's identity solution is different

### The most up to date identity signals

Real ID is built for how digitally native people live today, consistently winning head-to-head tests by completing more customer records, extending reach on advertising platforms and recognizing more anonymous site visitors even if no cookies are available.

### Tied to our industry-leading data

There is more to people than a name and address. Seamlessly connect to a wealth of data that helps you understand your customers and find more like them – while delivering improves experiences for all.

### Interoperable and available where you need it

Data modernization requires applications where your data lives. Native integrations with leading data clouds and marketing platforms limit movement and ensure data is ready for predictive marketing.

### First-party graph you control

Sometimes brands need a higher degree of precision than is possible with a referential ID alone. Create your own first-party graph, using Real ID as the foundation, for more control over how customer profiles are linked together.

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