



NEWS RELEASE

LiveRamp's Travis May Named to Forbes "30 Under 30" List

1/7/2016

President and Co-Founder Among Forbes' Prestigious Annual List of Young Entrepreneurs and Leaders Who Are Transforming the Marketing and Advertising Industry

SAN FRANCISCO, CA., – Jan. 7, 2016 — **Acxiom®** (NASDAQ: ACXM), an enterprise data, analytics and software-as-a-service company, today announced that Travis May, president and general manager of LiveRamp™, an Acxiom company, has been named to the **Forbes "30 under 30" Marketing and Advertising list**. The Forbes recognition for the LiveRamp co-founder, who defined the product and partner strategy that created the world's largest data onboarding service, reflects the rapid growth and rising importance of data connectivity to the digital marketing ecosystem.

"We are thrilled to see that Travis' talent and entrepreneurial spirit have been recognized by such a prestigious publication," said Scott Howe, president and CEO, Acxiom. "Since joining Acxiom, Travis has made a significant contribution to both our organization and our industry, creating a power grid for data that allows better connectivity and more efficient data use."

In his current role as president and general manager of LiveRamp, May is responsible for driving Acxiom's leadership position in data connectivity, as well as overseeing the strategic direction of the LiveRamp Connect product suite. Over the past 12 months Acxiom's Connectivity Division achieved the following milestones:

- Doubled the size of its customer base to more than 250 direct client relationships and nearly 1000 total clients served
- Doubled the size of its integrated ecosystem to more than 250 partners
- Quadrupled the number of records onboarded per month to 40 billion
- More than tripled revenue since the July 2014 acquisition, most recently reporting a \$90 million annualized revenue run rate at the end of Q2 for fiscal 2016

In addition to the aforementioned accomplishments, LiveRamp recently launched Customer Link, a new data connectivity service that enables clients and partners to recognize consumers across various touch points and create a unified, people-based view of customer activity.

“It is an honor to be recognized by Forbes, especially among so many others whom I deeply admire and respect,” May said. “While extremely successful so far, we are still in the early stages of LiveRamp’s journey, and I’m excited for the chapters ahead.”

About Acxiom

Acxiom is an enterprise data, analytics and software as a service company that uniquely fuses trust, experience and scale to fuel data-driven results. For over 40 years, Acxiom has been an innovator in harnessing the most important sources and uses of data to strengthen connections between people, businesses and their partners. Utilizing a channel and media neutral approach, we leverage cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for our 7,000+ global clients. For more information about Acxiom, visit [Acxiom.com](https://www.acxiom.com).

About LiveRamp

LiveRamp connects more than 250 digital marketing platforms and data providers. By onboarding customer data into the targeting, measurement, and personalization products developed by our partners, we help leading brands eliminate data silos and run more efficient marketing programs. LiveRamp is an Acxiom company. For more information, visit [www.LiveRamp.com](https://www.liveramp.com).

Contacts

Acxiom

Ines Gutzmer, 404-434-0237

Corporate Communications

ines.gutzmer@acxiom.com

(GACXM)