



## **ACXIOM PARTNERS WITH ICE PORTAL TO DISTRIBUTE VISUAL CONTENT**

**Hollywood, FL–August 11, 2015** Acxiom, an enterprise data, analytics and software service company has partnered with ICE Portal to distribute their visual content.

This partnership with ICE Portal will allow Acxiom to supply high quality visuals to local search channels within their network. Through the collaboration, local search sites including Google, Yelp and Yellow Pages will have access to ICE Portal’s visual collection of +40,000 hotel properties through their cloud based content management system, Visual-ICE®. Acxiom has been the leader in strengthening data connections between businesses and their +7,000 global clients for the past 45 years, and shows no signs of slowing down.

“We are constantly finding new ways to innovate and expand our reach, says Nick Blasi, Director of Operations at ICE Portal. “ICE Portal is breaking new ground with this partnership. Acxiom is a major distributor that will expand our reach of visual content to significant search channels; we’re very excited about this partnership.”

“We’re anticipating a strong collaboration with ICE Portal” said Jeff Standridge, Vice President of Sales and Account Management at Acxiom’s Audience Solutions Division. “Maintaining accurate online merchant listing information, especially enhanced with data like hours of operation, menu links, credit cards accepted, URL’s, sales volume and employee size, products sold, and services offered, is a growing concern for many companies and part of their success is ensuring that consumers can always reach and find them. Publishers are able to improve that search experience by providing correct, up to date information on merchants. ICE Portal contributes to this success and assists Acxiom with making a more complete national business directory file.”

### **About ICE Portal**

ICE Portal is a technology and marketing company that helps travel suppliers manage, curate and deliver their visuals to 1000s of online travel and travel related websites – including major OTAs, GDSs, DHISCO (Formerly Pegasus), Search Engines & Local Directories, and Social Networks. To find out how ICE Portal can work for you or to learn more about our company please visit [www.ICEPortal.com](http://www.ICEPortal.com)

### **About Acxiom**

Acxiom is an enterprise data, analytics and software as a service company. For over 40 years, Acxiom has been an innovator in harnessing the powerful potential of data to strengthen connections between people, businesses and their partners. We're focused on creating better connections that enable better living for people and better results for the businesses who serve them. Acxiom serves 7,000+ global clients and powers more than a trillion data transactions every week.