



Audience GUIDE

Digital audiences for precise targeting





Reach audiences built from leading mortgage and property data

One of the most important indicators of a household's financial condition is the status of their home and mortgage. No other type of data represents a more dynamic opportunity for marketers in areas such as financial services, home improvement, retail, catalog, education and travel.

Leverage Experian Marketing Services' pre-built audiences that allow targeting based on factors such as estimated monthly mortgage payment or the estimated equity in a home. For years, Experian has been a leader in compiling mortgage and property data. Experian extends the reach of this known information by using analytical model routines for predicting values from publically available deed transaction records and tax assessor file (TAF) records to predict factors such as current home value and estimated equity in a home.

Application examples:

- ✓ Target consumers with a high home value and a large amount of equity for home improvement offers, vacation packages or luxury cars since they have the means to convert some of their equity into cash.
- ✓ Consumers living in multiple family dwelling units with high incomes are ideal targets for invitation-to-apply home loan campaigns.

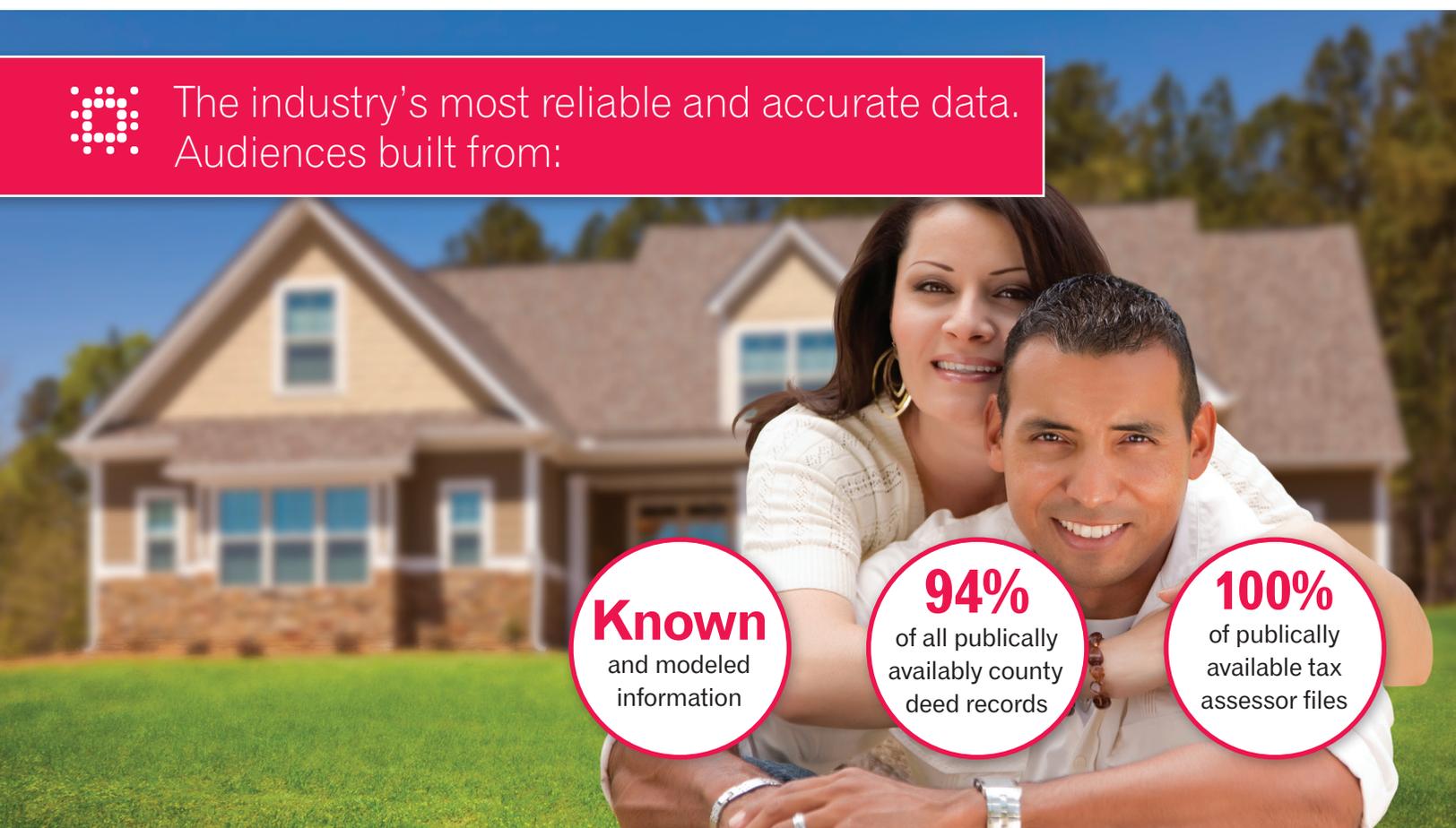
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Contact us to learn more:

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Phone: 1 800 918 8960



The industry's most reliable and accurate data.
Audiences built from:



Known
and modeled
information

94%
of all publically
available county
deed records

100%
of publically
available tax
assessor files



Current home value

- \$1,000 – 9,999
- \$10,000 – 24,999
- \$25,000 – 39,999
- \$40,000 – 59,999
- \$60,000 – 79,999
- \$80,000 – 99,999
- \$100,000 – 119,999
- \$120,000 – 139,999
- \$140,000 – 159,999
- \$160,000 – 199,999
- \$200,000 – 249,999
- \$250,000 – 349,999
- \$350,000 – 499,999
- \$450,000 – 749,999
- \$750,000 – 999,999
- \$1,000,000+

Dwelling type

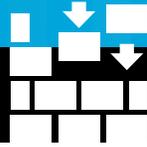
- Multi-family w/o Apt #
- Multi-family w/Apt #
- P.O. Box
- Single Family

Dwelling unit size

- 1 Unit
- 2 Units
- 3 Units
- 4 Units
- 5-9 Units
- 10-19 Units
- 20-49 Units
- 50-100 Units
- 101+ Units

Home equity amount

- \$1,000 – 9,999
- \$10,000 – 24,999
- \$25,000 – 39,999
- \$40,000 – 59,999
- \$60,000 – 79,999
- \$80,000 – 99,999
- \$100,000 – 119,999
- \$120,000 – 139,999
- \$140,000 – 159,999
- \$160,000 – 199,999
- \$200,000 – 249,999
- \$250,000+



Create your audience for addressable cross-channel marketing

There are infinite data combinations and selections Experian Marketing Services can help you with for optimal audience targeting. Using our comprehensive inventory of data, we can find even the most unusual of audiences to help you connect your advertisers with new prospects. From demographics to behavioral and psychographic information, we draw on a massive base of knowledge accumulated during five decades in business. Our audience segments are powered by our industry-leading compiled consumer database — ConsumerViewSM — and we maintain a wealth of information about consumers and how they make buying decisions. Our national database uses state-of-the-art technology, unique build methodology, and vast data sources with online linkages to deliver a superior database that addresses the sophisticated needs of today's multichannel marketer.

How leading marketers use Experian Marketing Services' inventory of addressable data attributes to build custom audiences:

- ✓ Retain and acquire new customers – Improved audience targeting precision using first and third-party data in combination with predictive data attributes to confirm ability to purchase and propensity models that predict likelihood to buy
- ✓ Extend reach – Through OmniActivationTM, we can activate your audience for one-to-one addressable advertising across channels
- ✓ Deliver efficient, engaging, cross-channel advertising strategy using the best message wherever a prospect or customer might be

Ask your Experian Marketing Services rep today how you can start using Experian Marketing Services and first party data to fuel campaigns across channels and publishers.



Contact us:

Email:



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Intelligent interactions.
Every time.

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