



Audience GUIDE

Digital audiences for precise targeting



Optimize your digital spend with known buyers

Accurately target consumers based on known purchase history

No single factor can improve the result of a campaign like an audience of proven responders based on actual retail purchases. Experian Marketing Services' past purchase audiences connect you to consumers who have recent purchase history in 38 product categories from brick and mortar, catalog or internet channels. Audiences are created with detailed granularity to give ultimate control in developing data-driven targeted audiences based upon purchase recency, frequency and monetary value (RFM).

Application examples:

- ✓ **Financial and Insurance:** Ideal for targeting consumers with recent buying activity in product categories such as children's merchandise and furniture that may signify major life-events
- ✓ **Retail:** Customize dynamic ad content based on known product interests and buying activity
- ✓ **Automotive:** Create strong acquisition campaigns by identifying consumers who have recent buying activity for automotive repair products and services

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Contact us to learn more:

digitalaudiences@experian.com | 1 800 918 8960



Audiences built from:

1375+

retail brands/
companies

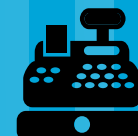
1.5B
transactions

\$84B
in sales

Coverage on

76M+

households



To help you target your best prospects based on real transactional data, Experian Marketing Services has developed 38 product categories with unique audiences within each category.

Product buyer categories

Category buyers: Purchases made in the product category in the last 24 months: household has made 5 or more purchases in the product category in the last 24 months.

Dollars spent: Total dollars spent in the product category in the last 24 months - Low, Med, High

Power buyers: Households with the most buying activity in the product category

Active outdoors

Goods connected to outdoor activities excluding hunting & fishing (e.g. swimming pools, sports & leisure, baseball/softball, camping/hiking, cycling, golf, running/walking, boating)

Apparel western

Apparel considered to be “western” (e.g. jackets, pants, boots, hats)

Automotive

Goods connected directly with automotive repair & restoration (e.g. hand tools, power tools, carpentry tools)

Books

Books & magazines: children's, cooking, entertainment, home & garden, fiction, reference, sports, how-to

Children's apparel

Apparel and accessories designed for children ages 0-11

Children's merchandise

Toys, bedding and home décor designed for children 0-11

Collectibles

Goods that are typically collected as hobbies, figurines, sports memorabilia, old toys (e.g. coins, stamps, Precious Moments, Norman Rockwell, sports, toys, dolls, scale model vehicles, music boxes)

Continuity

Subscription clubs that send goods to patrons monthly or at some regular time interval

Cosmetics/perfume

Beauty & wellness, cosmetics & beauty aids, green products, physical enhancement

Décor: low-priced

Home decor with a purchase price of less than \$99

Décor: high-priced

Home decor with a purchase price of \$250+

Décor: mid-priced

Home decor with a purchase price of \$100-\$249.99

Electronic/gadgets

PDAs, home audio, home theater, phone products, photography & video equipment

Extreme/snow sport

Skateboarding, skiing, snowboarding

Food & snacks

Food, beverages, sweets, gift baskets

Furniture

Bedroom furniture, dining room, family room, etc.



Gardening décor

Outdoor lighting, garden décor, backyard nature

Gardening supplies/seeds/flowers

Gardening tools, vegetables, herbs, flowers, bulbs, seeds

Gift cards & stationary

Gifts & gift merchandise

Novelty

Hobbies & crafts

Floral design, needlepoint, painting, pottery, quilting, sewing, knitting, scrapbooking, musical instruments, bird watching, aviation

Home improvement & safety

Storage, paint, wallpaper, tile supplies, plumbing, vacuums, air purifiers, maintenance, safety

Jewelry & accessories

Watches, jewelry, handbags, hats, scarves

Kitchen & tabletop

Cooking tools, tableware & flatware, appliances, grill

Linen & bedding

Bathroom furnishings, towels, linens, bedding

Men's casual apparel

Every day apparel excluding suits and outdoor/athletic wear

Music

Children's music, christian & gospel, classical, jazz, new age, rock, soft rock/pop, holiday

Pets

Pets supplies

Professional/business/office equipment and furniture

Copiers, faxes, computers, laptops, printers, scanners, software, office supplies

Seasonal gifts

Gifts and merchandise primarily given during a particular season (e.g. Christmas, Valentine's Day, Fourth of July)

Travel & luggage

Travel accessories, package vacations, luggage

Vitamin/health products

Organic lifestyle, medical supplies, personal care, vitamins & nutrition, diet and weight loss

Woman's apparel: high end

Clothing purchase price of \$100+

Woman's apparel: low-priced

Clothing purchase price less than \$49

Woman's apparel: mid-priced

Clothing purchase price of \$50-\$99

Woman's athletic apparel

Athletic apparel and accessories

Woman's casual apparel

Every-day apparel excluding suits & evening wear

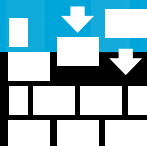
Woman's plus apparel

Apparel designed for woman who wear plus sizes L-5X



Household Purchase History (regardless of product category)

- Total dollars spent, last 24 months by time range
- Total dollars spent, lifetime
- Average dollars per order, last 24 months
- Average dollars per order, lifetime
- Total purchases, last 24 months
- Total purchases, lifetime
- Total credit purchases, last 24 months
- Total credit purchases, lifetime



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:



**digitalaudiences
@experian.com**

Call:



800.918.8960

Experian Marketing Services
29 Broadway, New York, NY 10006
experian.com/marketingservices



Intelligent interactions.
Every time.

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