



Audience GUIDE

Digital audiences for precise targeting





Industry leading insight into the consumer population

Reach demographic-based audiences from industry leading ConsumerViewSM database

Leverage pre-built audiences based on Experian Marketing Services' leading demographic attributes that were ranked top for coverage and accuracy in an independent 3rd party study. Build custom audiences by layering demographic data with other elements such as life stage, attitudes or retail purchase data to more precisely target your ideal audience. Demographic audiences can be used on their own, or as stepping stones to build smarter segmentation.

Audiences built from:

- Known offline data of 299 million consumers and 116 million US households
- Consistent sourcing strategy that adheres to industry best practices from:
 - Public records
 - Surveys
 - Registration information
 - White pages
 - Retail transactions
 - Proprietary sources

Audience Snapshot:

- ✓ Nearly 6 in 10 smart entertainment device users are men
- ✓ Millennials are so connected that 50 percent say that they need constant Internet access even on-the-go (compared with 38 percent of all adults)

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Contact us to learn more:

Email: digitalaudiences@experian.com

Phone: 1 800 918 8960



The industry's most reliable and accurate data



Independently ranked
leader
in coverage & accuracy

More than
800
sources

40+
years of continual compilation



Age

- 19-29
- 30-39
- 40-49
- 50-59
- 60-64
- 65+

Education

- Less than High School diploma
- High School diploma
- Some college
- Bachelor degree
- Graduate degree

Gender

- Female
- Male

Homeowner/Renter

- Homeowner
- Renter

Household Income

- \$1,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$124,999
- \$125,000-\$149,999
- \$150,000-\$174,999
- \$175,000-\$199,999
- \$200,000-\$249,999
- \$250,000+

Length of Residence

- 0-1 year
- 2-4 years
- 5-9 years
- 10-14 years
- 15-19 years
- 20-24 years
- 25-29 years
- 30-34 years
- 35-99 years

Marital Status

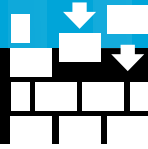
- Single
- Married

Occupation

- Blue collar
- Farming/fish/forestry
- Management/business and financial operations
- Office and administrative support
- Professional: Legal/Education and Health Practitioners
- Retired
- Sales
- Technical: Computers/Math and Architect/Engineering
- Other

Presence of Child (Age)

- No children in household
- 0-18
- 0-3
- 4-6
- 7-9
- 10-12
- 13-15
- 16-18



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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Call:



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Intelligent interactions.
Every time.

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