Audience
GUIDE

Digital audiences for precise targeting

Experian®
Marketing Services

Experian Marketing Services

Discover hard-to-find ethnic populations and leverage cultural and behavioral insights to build personalized experiences.

For example, did you know that Hispanics are the largest racial and ethnic minority in the US? With annual expenditures of $164.2 billion, marketers need to harness the potential of this ever-growing segment. But how do marketers gain insight into multicultural audiences in order to address them in their native language?

Designed to help you reach new markets, build customer loyalty, and differentiate product offers, Experian's Ethnic Insight℠ tool helps identify the ethnic origin, probable religion and language preferences of your target audience. By using this pool of 13 user-friendly ethnic groups, marketers can target ethnic audience segments and customize advertisements to match their visual and language preferences. Don't miss this opportunity to increase your ROI by serving relevant advertisements directly to hard-to-identify ethnic and religious groups!

Application examples:

✓ Deploy seasonal campaigns to maximize profits during key ethnic and religious celebrations

✓ Personalize mobile brand experiences to captivate device-dependent users

✓ Increase customer loyalty by providing customers the option to interact with your brand in their native language

Contact us to learn more:

Email: digitalaudiences@experian.com
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Audience Snapshot – Ethnic Segments

Comprise **1/6** of total US population

Represent **$1.3** trillion in spending power

Account for **10%** of all discretionary spending in the US

Audience Guide:

Ethnic Audience Variables include

- 13 user-friendly ethnic groups
- 82 language groups
- 22 country of origin subsets
- 13 religious groups

Country of Origin

This segment contains consumers who are identified to have one of the following countries as their country of origin.

- Argentina
- Bolivia
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Puerto Rico
- Spain
- Uruguay
- Venezuela

Ethnic Group

This segment contains consumers who are identified to have one of the following ethnicities.

- African American
- Caribbean Non-Hispanic
- Central Asian
- East Asian
- Eastern European
- Hispanic
- Jewish
- Mediterranean
- Middle Eastern
- Native American
- Polynesian
- Scandinavian
- South Asian
- Southeast Asian
- Western European

Language

This segment contains the list of languages that consumers have identified as their preferred language.

- Afrikaans
- Albanian
- Amharic
- Arabic
- Armenian
- Azeri
- Bahasa Indonesia
- Bahasa Melayu
- Bantu
- Basque
- Bengali/Bangla
- Bulgarian
- Burmese
- Chinese Mandarin Cantonese

Language *(Continued)*

This segment contains the list of languages that consumers have identified as their preferred language.

- Comorian/Shikomoro
- Czech
- Danish
- Dutch
- Dzongkha
- English
- Estonian
- Farsi
- Finnish
- Flemish/Walloon
- French
- Ga
- Georgian
- German
- Greek
- Hausa
- Hebrew
- Hindi
- Hungarian
- Icelandic
- Igbo
- Italian
- Japanese
- Kazakh
- Khmer
- Kirghiz
- Korean
- Kurdish
- Lao
- Latvian
- Lithuanian
- Macedonian
- Malagasy
- Moldovan
- Mongolian
- Nepali
- Norwegian
- Oromo
- Pashtu/Pashto
- Polish
- Portuguese
- Romanian
- Russian
- Samoan
- Serbo-Croatian
- Sinhala
- Siswati
- Slovak
- Slovenian
- Somali
- Sotho
- Spanish
- Swahili
- Swedish
- Tagalog
- Tajik
- Thai
- Tibetan
- Tongan
- Tswana
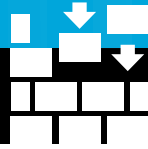- Turkish
- Turkmen
- Twi (Ashanti Language)
- Urdu
- Uzbek
- Vietnamese
- Xhosa
- Yoruba
- Zulu

Religion

This segment includes consumers who have identified as one of the following religions.

- Buddhist
- Catholic
- Eastern Orthodox
- Ethiopian Orthodox
- Greek Orthodox
- Hindu
- Jewish
- Lutheran
- Mormon
- Muslim
- Protestant
- Shinto
- Sikh

Custom

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 — ConsumerView℠ — 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 OmniActivation™, 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:

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Experian®
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Intelligent interactions.
Every time.

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