



Audience GUIDE

Digital audiences for precise targeting





Pinpoint consumers by defined interests, preferences and activities

Turning real lifestyle attributes into targetable audiences

Lifestyle and interests audiences are designed to help advertisers truly understand the needs and desires of their customers. With these audiences, marketers can better predict the behavior and lifestyle characteristics of their customers and prospects, making for more successful acquisition and retention marketing efforts.

Target with a superior view

Lifestyle audiences were developed utilizing Experian's ConsumerViewSM database along with respondent data from syndicated research panels. Data is compiled from an array of sources, including self-reported information, public records and historical retail purchases. ConsumerView comprises the key identities, attributes and linkages necessary for superior analytics and insights.

Experian's highly trained and experienced data development team combines unparalleled data assets with statistical modeling expertise and extensive industry experience to develop the "lifestyle and interest audiences."

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Contact us to learn more:

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Our audience advantage

Behaviors,
purchases &
demographics from
116M
households

19

"Mom"
audiences

300+

pre-built
audiences



Amusement park visitors

- Arts and crafts
- Attends education programs
- Avid family restaurant diners
- Avid fast food diners
- Boating
- Canoeing/kayaking
- Casino gambling
- Coffee connoisseurs
- Coin collector
- Cultural arts
- Digital magazine/newspapers buyers
- Do-it-yourselfers
- Fishing
- Gardening
- Gourmet cooking
- High-end spirit drinkers
- Home improvement spenders
- Hunters
- Imported light beer enthusiasts
- Online action audience
- Online action audience extended
- Outdoor enthusiast
- Photography
- Scrapbooking
- Sweepstakes/lottery
- Top shelf liquor drinkers
- Video gamer
- Wine lovers
- Zoo visitors

Books

- Audio book listener
- Avid book reader
- e-Book reader

Buyers

Reach consumers who are likely to own or buy:

- Automobile owners
- Coupon users
- Laptop owners
- Loyalty card user
- Luxury home good buyers
- Luxury store buyers
- Non-prestige cosmetics
- Prestige makeup user
- Prepaid phone & calling card users
- Security system owners
- Supercenter buyers
- Tablet owners
- Teeth whitening product user
- Walmart general store shopper model
- Warehouse club members
- Young adult clothing buyers

Donor/Philanthropy

Reach consumers who are likely to contribute to:

- Arts/Culture
- Charities
- Education Charities
- Health Charities
- Political Charities
- Private Foundations
- Contributes by volunteering



Finance and investment

- Active investor
- Brokerage account owner
- Mutual fund investor
- Retirement plan investor
- Online trading investor
- Tax shelter - portfolio value \$100,000+401k, IRA, or tax shelter annuity
- Tax return - professional service user
- Tax return - self prepare
- Online tax software user
- Online buying and banking users
- Online banking audience
- Offline tax software user

Credit cards

- Corporate credit card user
- Credit card user
- Credit card transactor (pay all)
- Credit card revolver (pay min)
- Debit card user
- Major credit card user
- Premium credit card user
- Store credit card user

Fitness, health and diet

- Avid runner
- Fitness enthusiast
- Healthy living
- Regularly on a diet
- Weight conscious

Home and Family

- Digital Dads
- Family office/work from home
- Grandparent

Moms

- Baby Boomer moms
- Couponing moms
- Crafty moms
- Digital Moms
- Fitness moms
- Gardening moms
- Gen X moms
- Gen Y moms
- Married moms
- Moms with 2+ children (under 18)
- Moms with high-school children
- Moms with infant children
- Moms with only 1 child
- Moms with teenage children
- Moms with toddler children
- Moms with tweener children
- Single moms
- Stay-at-home moms
- Working moms
- Working couples

Insurance

- Medicare policy holders
- Medical insurance policy holders
- Life insurance policy holders

Memberships

- AARP members
- Union members



Movies

Reach consumers who are likely to watch various genres:

- Action/adventure
- Comedy & romantic comedy
- Documentary/foreign language
- Drama
- Family film
- Horror
- Thriller
- Sci-fi

Frequency/Timing

- Opening weekend movie goers
- Frequent movie attendees (4+ times, past 30 days)

Music

- Download
- Streaming

Pets

- Cat owners
- Dog owners
- Pet enthusiast

Sports enthusiasts

- College basketball
- College football bowls
- MLB
- NASCAR
- NBA
- NFL
- NHL
- PGA Tour
- Plays hockey
- Plays soccer
- Plays tennis
- Plays golf
- Snow sports
- Sports enthusiast

Technology

- Apple iPod/iPhone owner
- Apple Mac purchaser
- Dell computer purchaser
- Heavy cellular users
- Highly active online users
- Home telco subscribers - bundle buyer: VOIP, Cable, and Internet
- Instant message, chat, internet radio, and online games users
- Online researcher
- Online users - general activities



Television

TV categories

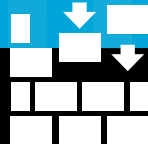
- Comedy
- Game show
- Grammy Awards
- Male oriented shows
- Reality TV
- Animation
- History
- How-to/DIY
- HBO watchers
- Movies
- News
- Political TV – Conservative
- Political TV – Liberal
- Political TV – Liberal comedy

Television Viewer Personas

- **Drama Lovers:** This audience includes consumers who are avid viewers of drama television shows, such as CSI: Miami, The Sopranos, 24, and Law and Order: SVU.
- **Fanboy:** This audience includes consumers who are likely fans of TV shows that create cult like followings like South Park, Family Guy, and Battlestar Galactica.
- **Female Focus:** This audience includes consumers who likely enjoy television shows targeted at the female demographic.
- **Oprah Fan:** This audience includes consumers who are likely big fans of Oprah, including her television show and magazine, and interact with her brand at least once a week.

Travel

- Frequent flyer program member
- High frequency business traveler
- High frequency cruise enthusiast
- High frequency domestic vacationer
- High frequency foreign vacationer
- Hotel guest loyalty program



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:

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Intelligent interactions.
Every time.

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March 2015