



Audience GUIDE

Digital audiences for precise targeting





Delight your audience with relevant offers based on known product preferences

Improving campaign results requires better customer data – plain and simple. Use audiences developed with predictive modeling techniques to build engaging omni-channel experiences.

Digital marketers need to make relevant cross-sell offers to their online customers. Similarly, brick-and-mortar retailers need to target prospects likely to shop at specific retail locations. But is there a data-driven solution that satisfies both marketers' needs?

With Experian Marketing Services' Purchase Predictors, you can connect with consumers based on known purchase data. Whether targeting consumers who make purchases online or reaching prospects likely to purchase within a specific product category, Experian's Purchase Predictors let you take control of your targeted marketing campaigns.

Application Examples:

- ✓ **Electronics:** Cross-sell to consumers who previously purchased home office supplies online.
- ✓ **Travel and Entertainment:** Promote Caribbean destination vacations to prospects likely to purchase cruises.
- ✓ **Pets:** Deploy retention programs targeting customers who prefer to purchase pet products at retail locations.

Contact us to learn more:

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Audiences built from:

Modeled
Transactional
data





To help you target audiences based upon consumer purchase behavior, Experian Marketing Services has developed 25 product categories and unique audiences within each category.

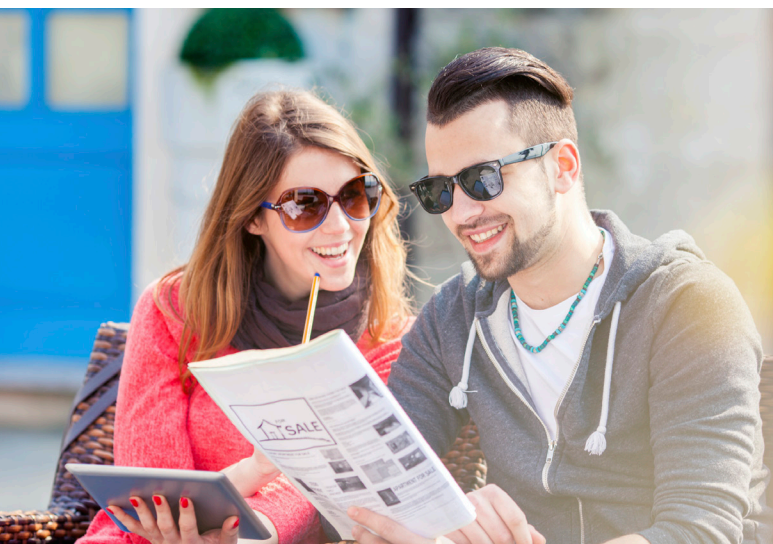
Product Buyer Categories

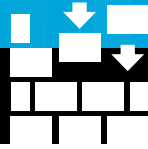
- **Household Consumer Expenditure:** Consumers likely to purchase within a specific product category
- **Retail Buyer:** Consumers who prefer to make a brick-and-mortar purchase relative to the product category
- **Online Buyer:** Consumers who prefer to make an online purchase relative to the product category

Product Categories

- Accessories
- Active outdoors – hard goods
- Active outdoors – soft goods
- Apparel
- Computers
- Electronics and gadgets
- Food and beverages
- Furniture
- General/Miscellaneous

- Hobbies and entertainment
- Home décor
- Home domestics
- Home maintenance
- Home office
- Kitchen
- Lawn and garden
- Outdoor living
- Personal health
- Pets
- Seasonal products
- Shoes
- Tabletop and dining
- Tools and automotive
- Toys
- Travel





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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