



Audience GUIDE

Digital audiences for precise targeting





Predictive insights that drive personalization

TrueTouch from Experian Marketing Services is a content and contact engagement tool that identifies consumer response to motivational messages, their preferred channels for engagement (top of funnel) and their preferred channels for transacting (lower funnel). It goes beyond answering 'who' to contact, and instead focuses on consumer attitudes, behaviors and shopping patterns. With these insights, marketers can generate high-performing personalized content and creative and identify the proper channel placement to ensure engagement at the optimal time in the customer's path to purchase and through the most effective channel.

Experian's expert data development team combined Experian Marketing Services' unparalleled data assets with statistical modeling expertise to develop the TrueTouch attitudinal system. TrueTouch is built from primary and syndicated research and leverages predictive data from Experian's extensive consumer marketing databases, which encompass information on approximately 299 million individuals and 116 million living units.

The TrueTouch tool has 3 dimensions that include Touchpoints, Media Channel Preference and Conversion Channel Preference:

- Touchpoints is the dimension that optimizes content and creative decisioning
- Media Channel Preference is the dimension that identifies channel preference for optimal engagement when the customers is actively conducting research or exploring
- Conversion Channel Preference is the dimension that identifies preferred channel for transacting



Audience Spotlight:

Marketers can use TrueTouch to inform their dynamic ad creative to engage consumers with messaging that they know will resonate, deliver it through their preferred media channel and drive them to convert.

- **Touchpoint:** "Show me the money" is all about the deal and not afraid to take their business elsewhere. They're lured by sales and bonus offers, but motivated by necessity due to limited resources
- **Media Channel Preference:** Email
- **Conversion Channel Preference:** Online discount sites





Audience Detail:

Touchpoints:

11 unique
communications
themes

Media
Channel
Preference:

10
channels

Conversion
Channel
Preference:

5
channels

Touchpoints:

- **Work hard, play hard:** Tech-savvy consumers who are the first to try new products. Reward and compliment them for being the first to take advantage of new products and services.
- **Look at me now:** This Touchpoint segment is all about service and premium brands. Their relationships are built on trust and they expect one-on-one attention.
- **A penny saved, a penny earned:** These price sensitive consumers comparison shop and are open to store brands. Don't get fancy when targeting this segment.
- **Stop and smell the roses:** These consumers are concerned about the environment and take pleasure in the simple things. Appeal to their green mindset and make them feel like they're making a difference.
- **Buy American:** These traditional consumers salute American values and harken back to simpler times. They place a high value on honor and dignity and put family and security first.
- **It's all in the name:** These status-focused consumers are image conscious and stay on top of the latest trends. They want what celebrities have, even if it's a knock-off.
- **Never show up empty-handed:** These consumers change brands and products for novelty and diversity. They like lots of options and feel that more is better.
- **Go with the flow:** These consumers feel more comfortable in the middle of the pack rather than in the lead. They value consistency and have a live and let live mindset.
- **On the road again:** These independent, adventurous consumers live for the day. They mostly shop when they need something and don't want thrills or gimmicks.
- **No time like the present:** These impulsive consumers want instant gratification and feel more is better. Make things easy for them to keep up with the Joneses.
- **Show me the money:** This Touchpoint segment is all about the deal and not afraid to take their business elsewhere. They're lured by sales and bonus offers, but motivated by necessity due to limited resources.



Media Channel Preference:

Select from 10 media channels to ensure you're reaching consumers through the channel they prefer when in the research and exploration state.

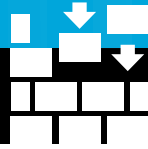
- Broadcast/Cable TV
- Direct Mail
- Email
- Internet Radio
- Mobile Display
- Mobile Video
- Online Video
- Online Display
- Online/Streaming TV
- Satellite Radio

Conversion Channel Preference:

Select from five channels to drive consumers to the channel they prefer when making purchases.

- Brick and Mortar Retail Stores
- Online High End Retail Sites
- Online Discount Sites
- E-tailer Bid Sites
- E-tailer Only Sites





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 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.



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Every time.

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