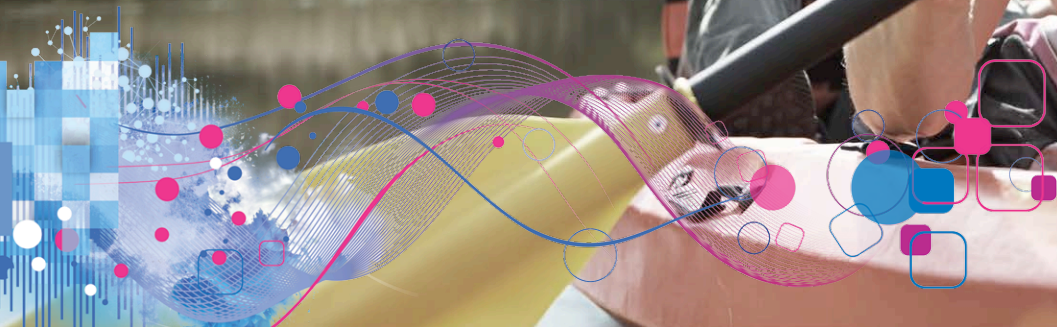




ConsumerViewSM

Tap into the power of the world's largest
consumer database



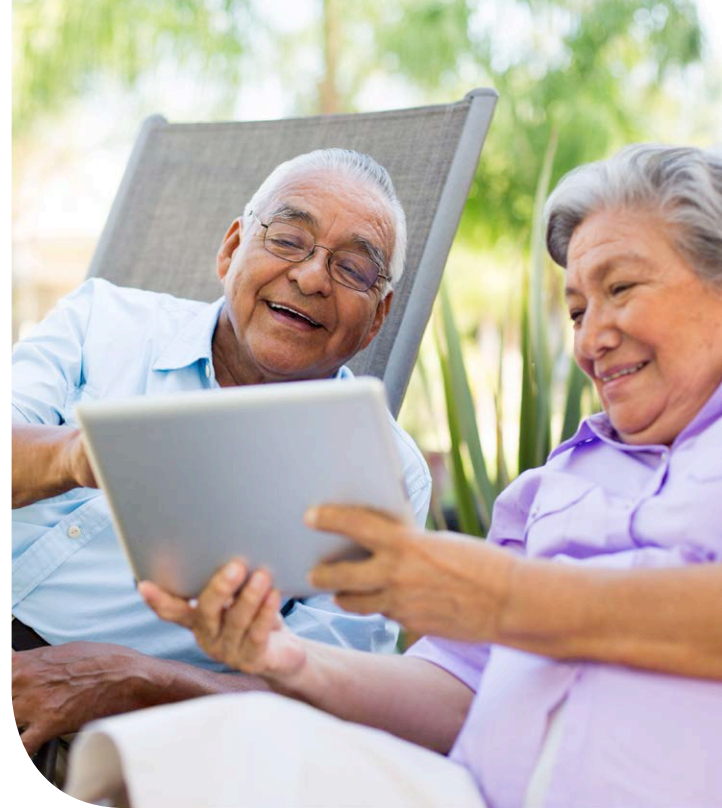


The best data drives the best marketing

Powerful marketing is fueled by powerful data. It's the only way to gain granular insights into who your customers really are. So instead of trailing behind the competition, supercharge your marketing with consumer data that will take your business to the next level.

Your marketing has never been more targeted

ConsumerViewSM is the largest and most comprehensive resource for traditional and digital marketing campaigns. With thousands of attributes on more than 300 million consumers and 126 million households, ConsumerView data provides a deeper understanding of your customers, resulting in more actionable insights across channels.



Experian's ConsumerView U.S. database in a snapshot:

- Data on more than 300 million individuals and 126 million households.
- More than 30 years of historical information and industry experience.
- The freshest data, compiled directly from hundreds of sources.
- Thousands of data attributes that reveal demographics, purchasing habits, lifestyles, interests and attitudes.
- Trusted by brands across the globe for omnichannel marketing.

Who are your best customers?

The first step in any data-driven marketing strategy is learning more about your best customers. Some of the most influential data points are core demographics; they really are the “magic” must-haves (marital status, age, income and presence of children) for any marketing program, and they help lay the foundation for a full-fledged, data-driven strategy.

Demographics are the bread and butter of marketing data. Get to know your customers as individuals in terms of age, gender, education, occupation and marital status. Understand other data points that can influence your marketing, such as household income and presence of children.

Property and mortgage data is perfect for marketers looking to reach consumers with real estate, refinancing or second mortgage offers. This data also is extremely indicative of the day-to-day financial responsibilities for households. With data compiled from public records and county deeds, you can reach consumers with offers based on reliable and up-to-date data.

Census Area Projection Estimates (CAPE) provides geographic-level data and insights based on the government’s U.S. Census Bureau data. CAPE data can help marketers understand everything from consumer spending habits on hundreds of products to commuter and daytime populations. CAPE data often is used for activities like planning future locations and product marketing.

ConsumerView audiences show you who your best customers are:

- Age
- Gender
- Marital status
- Presence of children
- Family status and position
- Location
- Homeowner status
- Education
- Occupation



What do your customers do?

Now that you've created the foundation for understanding your core customer base, it's time to go one layer deeper. By knowing more about your customers' lifestyles, interests and spending habits, you can understand what makes your customers who they are — and how they choose to spend their money and free time.

Lifestyle and interest data allows you to connect with your customers based on their hobbies and pastimes. The data is compiled from consumers who have completed self-reported surveys, which means you can select from an array of categories that represent the lifestyles of more than 75 million households.

Automotive data helps you predict the likelihood that a household will be ready to purchase a vehicle within the next five months. You even can predict whether a household is likely to purchase a new or used vehicle. By understanding what's in someone's garage, you can begin to paint a portrait of his or her daily life.

Aggregated credit information includes Experian's Premier Aggregated Summarized Credit StatisticsSM, a series of aggregated credit attributes and Experian proprietary scores that represent the entire U.S. credit population. This geoaggregated level of consumer credit activity allows for a comprehensive view of the current state of credit for specific market areas within the United States.

Financial data segments go beyond income and estimate the way your customers spend their money. From Financial Personalities[®] that help outline consumer spending behavior to ConsumerViewSM Profitability Score, which ranks households most likely to pay their debts, you can gain a 360-degree view of your customers' estimated financial habits.

ConsumerView audiences tell you how people spend their time and money:

- Activities from music to video games.
- Interests from sports to wine.
- Buying habits from coupon clippers to warehouse club members.
- Philanthropic and charitable interests.
- Financial indicators, including card usage and creditworthiness.
- Investment behaviors from online trading to mutual funds.
- Automotive data, including dozens of in-the-market models.
- Lifestyles from doting grandparents to frequent flyers.

How and when should you reach your customers? What motivates them?

The final phase is determining how and when to reach your customers. It starts with segmenting your customers and ends with reaching them across their preferred channels. The final result is a data-driven contact strategy that targets your best customers across channels.

Mosaic® and **TrueTouchSM** help you identify and reach your customers across their preferred channels. Mosaic is a household segmentation system that classifies U.S. consumers into 19 overarching groups and 71 underlying types. Once you've identified who your customers are with Mosaic, you can ensure you're reaching them across the right channels with the right messaging themes using TrueTouch.

Life event data, such as new homeowners, new movers and new parents, helps you connect with consumers who have experienced a major life event and are more likely to be receptive to event-based marketing campaigns during these milestones.

Buyer behavior introduces you to your customers' shopping habits. Get to know how likely they are to purchase products within a certain category — 38 in total — and their propensity to purchase products through a specific sales channel, such as retail, online or both.

ConsumerView audiences reveal how to reach your customers with the right message, on the right channel, at the right time:

- Lifestyle segmentation, including 71 unique types and 19 overarching groups.
- Marketing channel preferences from mail and TV to online and streaming radio.
- Life event triggers, including new homeowners, new movers and new parents.
- Purchase predictors on categories ranging from furniture to cosmetics to pet items.

Marketing information you can rely on

“Garbage in, garbage out” is an old saying in the data industry. Data quality is more important than anything else. Poor-quality data performs worse than data that’s sourced and compiled carefully and expertly. At Experian, we take that message to heart, working tirelessly to ensure our data is the most comprehensive and accurate resource available in the marketplace. Here are just a few ways we ensure that ConsumerView is the industry-leading database for marketers.

The importance of data testing and processing

We employ a rigorous testing and validation process that includes the application of proprietary models, data from hundreds of sources and proven algorithms to ensure our database houses only the most accurate data elements. This includes process control, statistical quality control and detail-level measurement. The outcome is better data and, ultimately, better marketing.

The most accurate household data means precise targeting

Traditional methods of determining household makeup rely solely on identifying individuals with the same surname at the same address. We go one step further by establishing a living unit structure that recognizes families with different surnames; roommates and living partners; and group quarters, such as fraternity and sorority houses. We also attach a unique, permanent identifier to each consumer record, which helps maintain contact with consumers wherever they move.

Protecting consumers is our top priority

Privacy goes beyond just ensuring legal compliance. It’s also about providing consumers with notice and choice when it comes to how their data is being used. That’s why Experian implements values-based practices that govern the acquisition, compilation and sale of our consumer data. This ensures not only compliance with legal guidelines, but also careful consideration of consumer privacy.



Activate your best audiences for an omnichannel customer experience

It took radio 38 years to reach 50 million people; it took Instagram six months. It's an understatement to say that the number of channels where people can spend their time is exploding. To keep up with the omnichannel consumer moving rapidly from screen to store, brands must create an omnichannel experience. Experian Marketing Services has the consumer data, media partners and reporting capabilities to do exactly that.

As a privacy-compliant matching partner for marketers and media companies, Experian Marketing Services offers clients the unique ability to activate addressable, people-based marketing campaigns across nearly all channels. Whether it's first-, second- or third-party data, including ConsumerView audiences, we power one-to-one messaging that meets customers and prospects wherever they spend their time. The end result is an engaging and measurable omnichannel marketing strategy.



From traditional to digital, Experian® can help you launch your next omnichannel campaign.

OmniActivation Audience Engine:

Get your audience exactly where you need it

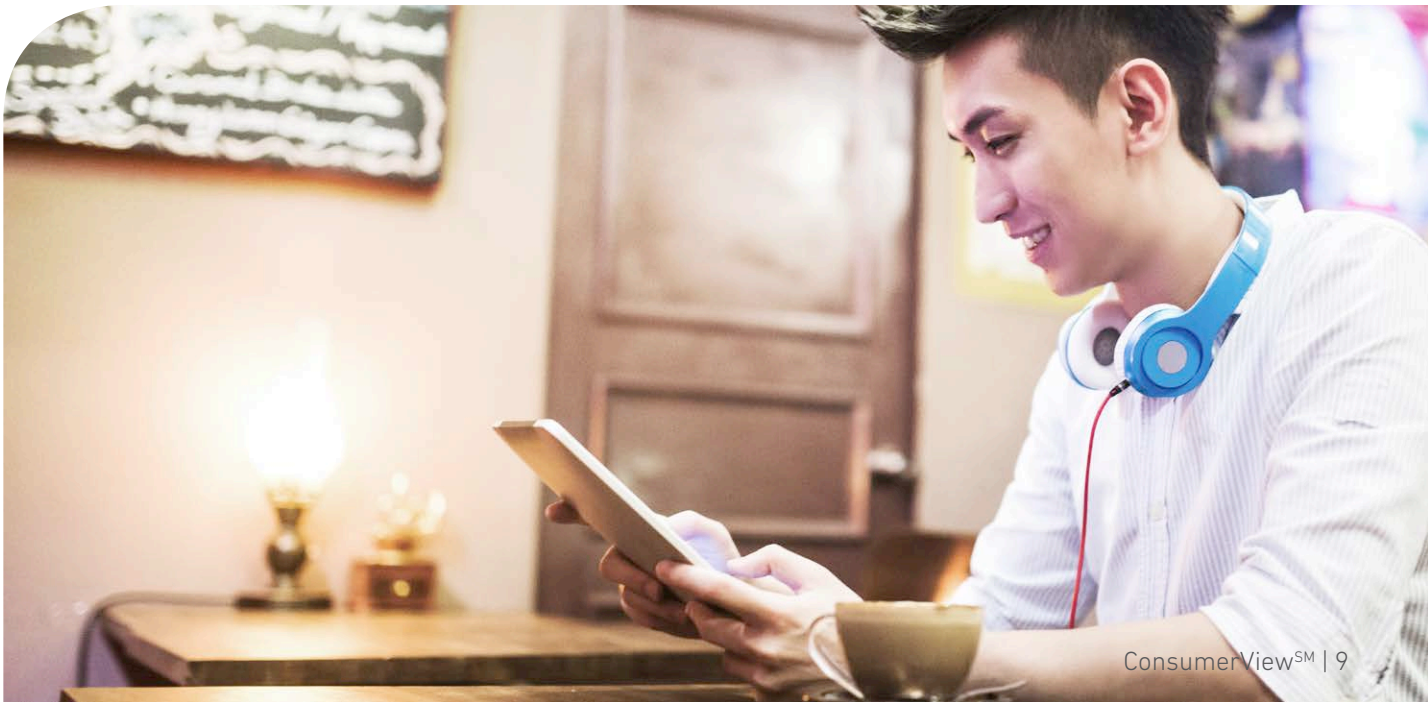
Want to reach people wherever they are spending their time? Meet OmniActivation™ and Audience Engine.

Experian has connections to more than 85 media destinations across channels, including email, online, mobile and TV. From Facebook to Pandora to Dish Network, we can help you target exact individuals across channels, devices and publishers. Our solution is flexible. We'll work with you to launch your first addressable campaign. And for brands and agencies doubling down on omnichannel marketing, our audience management platform — Audience Engine — makes this all possible in a couple of clicks.

OmniActivation Strategic Services:

Meet our digital, programmatic media planning, buying and optimization team

Experian's OmniActivation Strategic Services team provides marketers with fully managed, data-driven digital campaigns. It starts by leveraging first-, second- or third-party data and ends in post-campaign, closed-loop reporting. Your manager will launch your campaign by leveraging Experian's proprietary programmatic trading desk and will optimize it daily to meet your unique goals.



Connect your audience to their digital identifiers for one-to-one targeting

Every day, brands leverage audience onboarding to link the customers they know in the offline world to their digital identities, such as cookies or mobile advertising IDs. When marketers do this, they can power better targeting, personalization and measurement. With Experian's wealth of data, we can match and onboard audiences with scale and accuracy.

We work with 100 percent of the addressable TV providers to launch campaigns at the household-level

Addressable TV is being adopted rapidly by data-driven marketers and agencies. Experian works with all addressable TV providers to enable this household-level targeting. With addressable TV, you take the guesswork out of media buying. It doesn't matter if your target audience is watching *Shark Tank* or *Sharknado*, your strategy is about the person, not the program. Even more importantly, you can measure the direct sales impact of your TV campaigns.





experianmarketingsolutions@experian.com



experian.com/markingservices



(877) 902.4849



Experian
955 American Lane
Schaumburg, IL 60173
T: 1 877 902 4849
www.experianmarketingservices.com

© 2018 Experian Information Solutions, Inc. • All rights reserved

Experian and the Experian marks used herein are trademarks or registered trademarks of Experian Information Solutions, Inc. Other product and company names mentioned herein are the property of their respective owners.

02/18