

Addressable TV Advertising

Harness the power of audience data for one-to-one targeting on TV

TV: It's time to change the channel

As a powerful channel with broad reach, it's no surprise that TV currently accounts for \$70 billion in U.S. marketing spend. For decades, TV advertising practices have remained fairly unchanged – that is until now. Instead of spending their TV dollars in a Don Draper fashion, basing their buys on basic demographics and negotiating billion-dollar deals over a handshake or phone call, today's most influential brands are now leveraging the power of addressable TV.

Eliminate waste and deliver a personalized experience

The concept of addressable TV is simple: deliver TV advertising like you target email or direct mail, using 1st, 2nd and 3rd party audience data such as income, lifestyle interests, shopping behavior and family composition. Like a piece of mail that arrives in your mailbox, the TV ad can be tailored to the household. The ability to deliver a one-to-one message by reaching the exact audience you want on TV is now a reality.

Coordinate a true cross-channel campaign

Differentiate your brand by delivering a "surround sound" experience — one that is relevant and consistent across channels. With a data-fueled, audience focused approach, advertisers have the ability to match and target the same individuals across channels. Pair your TV strategy with online, mobile, email and direct mail to reap the benefits of improved customer loyalty and increased sales.

Measure your profitability

Targeting is only half the story. Our robust closed loop reporting is one of the most powerful tools that advertisers have at their disposal. Not only does it allow you to measure the in-store and online sales impact of your TV campaigns, but also improve future marketing. It's a report you'll want to show the CMO.

To make your next TV campaign addressable and measurable, contact us at omniactivation@experian.com, 877.902.4849 or contact your Experian Marketing Services representative.

Want to learn more?

Download our Addressable TV whitepaper at ex.pn/TVeBook

