

MarketingConnectSM

Connect the complex dots of identity resolution

Solving for identity is at the core of every marketing activity. The ability to accurately identify consumers is the most basic prerequisite for marketing analytics, orchestration and execution. It is becoming increasingly important for brands and marketers planning to link together disparate systems of audience insights and engagement to foster a more seamless and personalized omni-channel customer experience.

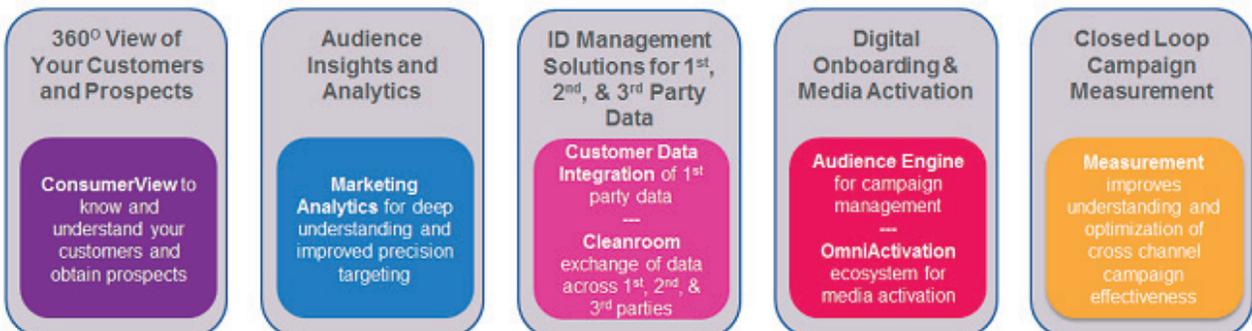
Overview

What is it?

MarketingConnect is how Experian resolves identity for marketers. Whether you are an advertiser, media platform, publisher, data owner, or agency, MarketingConnect helps solve your identity problems. We leverage the Experian Marketing identity graph to deliver services that resolve your fragmented consumer identity attributes into a persistent form that is useful for downstream activities. From appending demographic data to building a complete customer view, to measuring multi-channel campaign results, and beyond, everything depends on a foundation of identity.

How does it work?

MarketingConnect leverages valuable identity reference data and uses powerful techniques to solve identity problems across channels and data types. We do this in a privacy-compliant, brand-safe manner. Using your inputs of identity data, we match, link, and resolve the information within Experian's secure systems.



With MarketingConnect, Experian Marketing Services enables the following types of solutions:

Profile Reporting & Insights

- Even with just fragments of identity data, MarketingConnect resolves the identities to known consumers which then enables the creation of Customer or Market Profile reports, providing you with deep understanding of known consumers and anonymous users.

Data Appends with ConsumerViewSM

- You don't need to know postal addresses to append data. Once MarketingConnect resolves fragments of known and unknown identifiers we can append ConsumerView attributes, which help you build a more complete view of your customers.

Build Models & Perform Analytics

- MarketingConnect resolves identities which then enables modelling and analytics. Extend your audiences with lookalike or custom modelling using known consumer data. Create custom audiences that can then be activated in the channel of your choice.

Customer Data Integration

- With proper notice and choice, accelerate your integrated customer views by obtaining persistent ID's that link PII identifiers and consumer behavior within your customer data management platforms and other customer-centric systems. Furthermore, you may choose to manage this linked data within Experian's Customer Data Engine solution.

Digital Data Integration & Cross Device

- Obtain persistent ID's that link anonymous identifiers to obtain a single view for unknown users and site visitors. Understand the linkages between multiple devices that belong to the same user or household to inform various targeting strategies.

Digital Onboarding & Media Activation

- MarketingConnect isn't just for our clients. We use it too! It's how we integrate with our OmniActivation media partners for onboarding and activation. It is also what underpins Audience Engine. This direct connection to our partners provides lift and accuracy to maximize your reach across media channels.

Safe Haven Matching & Data Exchange

- When you need help sharing your data with other partners and 3rd parties, MarketingConnect underpins our safe-haven matching processes. We resolve and match the identities that you and your partners supply. Once MarketingConnect resolves identities, we perform the required data sharing in a privacy-compliant and brand-safe manner where identities are protected and only the required data is shared.

Campaign Measurement

- The ability to perform measurement across many different channels hinges on resolving identities and frequently employs several tactics. Being able to resolve a site visit, for example, so that it can be matched to an in-store purchase where only knowledge is available about the consumer who purchased requires advanced identity resolution. MarketingConnect is what enables Experian's Omnimpact and other measurement capabilities and does it in a privacy compliant manner.

Features & Benefits



Known Reference Data

MarketingConnect isn't just a software solution. We leverage real known consumer data to inform identity resolution. Our 40+ years of historical PII data and large sources of digital identity data allows us to continuously resolve identity. Our techniques allow you to recognize customers, regardless of the input data.



Persistent Identity

MarketingConnect produces persistent ID's. This persistency allows you to continuously link information to a single common ID. These ID's are a stable over time and provide you with the anchor ID's that are needed within your customer-centric systems.



Privacy & Compliance

Your data is of the utmost importance. We protect that data using systems that were designed with privacy and compliance by design. We do not share your data.

To ensure privacy and brand safety, ID's that may be provided as part of our service are unique to you.

When you ask us to share data between your partners and other parties, identities remain protected.



Speed & Scale

MarketingConnect was built on cutting edge big data technology, and we can process large volumes of data in a short period of time, either through automated batch or real-time API's.

Why Experian?

With a trusted name in data and information services for more than 40 years, it's best to work with a company such as Experian, which is committed to the responsible usage and security of data. Whether you're a brand, agency, or publisher, Experian has the wide-ranging toolset to help you put people at the heart of your business and make better marketing decisions. By harnessing the power of the sum of these parts, fusing both offline and online identifiers and attributes, Experian has established a leadership position in identity management.

Ask your Experian representative for more details or contact us at (877) 902-4849 or experianmarketingsolutions@experian.com