



OmniActivation™

Activate your audiences for true one-to-one addressable advertising across channels

OmniActivation™ enables marketers like yourself to connect with a single audience across channels at the one-to-one, addressable level. The end result is an efficient, engaging cross-channel advertising strategy — spanning direct mail, email, mobile, online and television. As a leader in consumer data, matching and privacy compliance, Experian can provide you with the expertise to connect with your best audiences across channels - and measure the results.

Your cross-channel strategy is easy as 1,2,3.

1. Build your best audience.

Activate your own first-party data, Experian's best-in-class consumer data, or a combination of the two to build your target audience. Take advantage of our data hygiene, segmentation and predictive modeling services and your audience will be precise yet scalable.

2. Target the same consumers across channels.

Utilize our digital media buying services, direct mail experience and 85+ partnerships with major online publishers and TV operators to match your audience and launch your brand's one-to-one marketing communications.

3. Measure campaign effectiveness.

Was your last campaign successful? We can answer that for you. Through closed-loop reporting we'll evaluate the online and offline effectiveness of your addressable campaigns, determine return on investment (ROI) and provide actionable insights for your future campaigns.

Why should you partner with a leader in consumer data?

Privacy and compliance expertise: Protect your brand and customer data while personalizing interactions that foster loyalty. We enable marketers to match deidentified target audiences to media partners in a privacy-compliant manner.

World-class data: The use of Experian Marketing Services data, the best in quality and scale, as well as our superior linkage capabilities means your marketing message will reach the right target for your brand.

Flexible framework: As a media-agnostic marketing services provider, Experian® can support your omnichannel strategy across both online and offline channels. With no need for SAAS integration, OmniActivation is a seamless addition to your current media buying processes and plans.

Protecting consumer privacy

Experian Marketing Services is a trusted steward of the data it collects, maintains and uses. Through industry-leading technologies, processes and personnel, we strive to ensure the secure, appropriate and responsible use of all consumer data entrusted to us.

To find out more about OmniActivation, contact us at omniaction@experian.com or contact your Experian representative.

