

Congrats  
on your  
promotion!

Dana's thrilled about her new promotion. **Experian Simmons®** can help identify what that exciting life event can mean in terms of new opportunities for marketers.

Dana is looking for new boots for fall. ShoeSparkle uses **Experian Hitwise®** data insights to optimize search campaigns and ad content to get the attention of their best customers, like Dana.

Dana can subscribe to ShoeSparkle's loyalty program right away – they use **Experian QAS®** email validation to ensure that communications make it into Dana's inbox.

GRAND OPENING!

Enjoy a free beverage  
at Coffee Awesome!

Coffee Awesome is opening a new location this week. They use **Experian ConsumerView™** to get address data to send a free beverage coupon to people in their target market, like Dana.



Dana just vacationed with Caribbean Cruises. They use **Experian CheetahMail®** to continue the conversation after the cruise and encourage Dana to share feedback about the experience.

Dana loves this dress but chose another one for her recent cruise. Evolution, a clothing retailer, uses **Experian AudienceIQ™** to serve Dana an ad reminding her that the dress is still in her cart.

