

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.

GRAND OPENING!
Enjoy a free beverage at Coffee Awesome!

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.

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.

Internet Search Results

Search Fall Boots

Results

Web

Ads related to fall boots

Fall Boots at ShoeSparkle | Autumn Sale
www.shoesparkle.com/Boots - ★★★★★
Huge selection of Fall Boots - Free Shipping & Free Returns.

Cute Fall Boots
www.bootstore.com - ★★★★★
Get free shipping on \$50+ orders

Best boots for Fall 2012 - Fashion preview
www.fashionboots.com/fall-boots.html

10028

Subscribe

Sponsored Ads

Evolution
\$78

VIEW CART

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 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.

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