



# Experian Marketing Analytics

Discover a universe of untapped businesses.

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Having deep insight into customer and prospect behaviors, characteristics and spending patterns is a great way to pursue new business.

Are you looking for ways to improve marketing effectiveness and boost return on investment (ROI)? Experian Marketing Analytics offers the ability to fine-tune targeting strategies and seek model customers using the industry's leading commercial database. You'll identify more qualified prospects, make more relevant offers and discover a universe of untapped business opportunities.

## Today's marketing challenges

As a marketer, you're constantly tasked with facilitating growth, enabling sales and leading efficient marketing strategies, and it's likely you often face one or more of these challenges:

- Having a deep understanding of your current customers in order to maximize opportunities within your customer portfolio.
- Finding and recognizing key characteristics of new, high-quality prospects to grow your business.
- Consistently increasing the efficiency of marketing campaigns and acquisition programs to improve your ROI.

## Key benefits

With Experian Marketing Analytics, your marketing campaigns will have deeper insights and you can be certain your tactics, channels and strategies will yield maximum returns. We combine your data with our data to open a world of possibilities:

- Receive in-depth profiles of current customers using Experian's business marketing and credit data with your internal customer data.
- Better understand your business customers by building custom propensity-to-buy models.
- Reach look-alike customers in Experian's U.S. Business Database.
- Locate prospects geographically via heat maps.
- Improve up-sell/cross-sell results by strengthening targeting and marketing strategies.
- Refine existing marketing strategies with customized segmentation and gain a more detailed view of customers and prospects.

Product sheet

## Experian Marketing Analytics

### A simple five-step process

Let our experts guide you through our evaluation process:

1. Data preparation and file audit.
2. Customer data enhancement using Experian's business marketing and credit data elements from the U.S. Business Database and BizSource<sup>SM</sup>.
3. In-depth analysis using your data and Experian data.
4. Segmentation, profiling and model development.
5. Delivery of an actionable report that includes our findings and recommendations.

To find out more about Experian Marketing Analytics, contact your local Experian sales representative, call 1 800 520 1221 or visit [www.experian.com/b2b](http://www.experian.com/b2b).