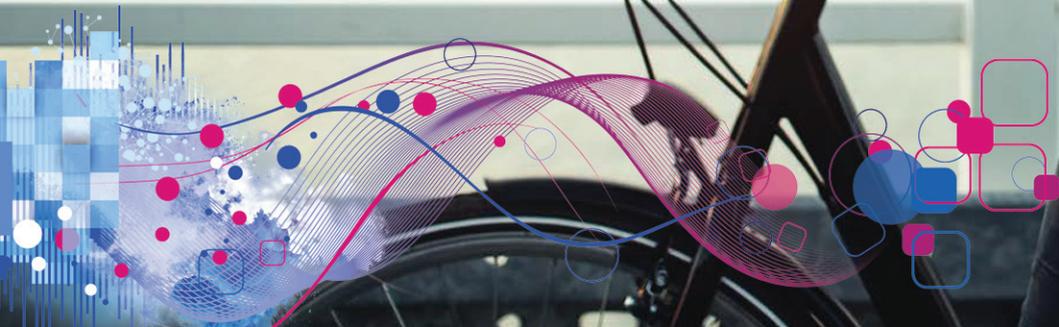




TrueTouchSM

Power personalized campaigns
across channels



Understand what to say, where to say it and how to make purchasing easier for your customers

Personalizing your content and media mix to mirror your audiences' preferences remains a major challenge for modern marketers like yourself. How do you ensure that your message and creative will resonate with your desired audience when every customer expects a personalized experience? And how do you know the optimal channel mix for engaging customers with different preferences?

TrueTouch was developed from the recognition that marketing channel mixes are not created equal and the ways that consumers make buying decisions are also unique. Using TrueTouch, you can create high performing personalized content and creative while identifying the proper channel placement to ensure engagement at the optimal time in the customer's path to purchase and through the most effective channel.

TrueTouch: Drive personalization with predictive insights

TrueTouch Decision Making Styles

- Decision Making Styles segments consist of 10 unique personas with different communication references to help you identify the optimal motivational messaging style for your audience
- Use Decision Making Styles to inform and validate your message development to make highly personalized offers that stimulate interest in your products and services and deliver profitable responses

TrueTouch Engagement Channels

- Engagement channel preference attributes your audience's preferred communication channels (e.g., direct mail, email, mobile display, etc.) to help build a cross-channel strategy and improve advertising placement
- Reach consumers in channels where they are personally more receptive to learn about brands - building brand reputation and fostering and good customer relationship

TrueTouch Conversion Channel

- TrueTouch Conversion Channels data identifies your audience's preferred transaction channels (e.g., online discount, e-tailer bid site, brick and mortar retail) to optimize your campaigns for conversion
- Use TrueTouch Conversion Channels to optimize the customer journey by being where your customer prefers to take action and make purchases



Decision Making Styles: How does your customer make buying decisions? Tailor your messaging accordingly

TrueTouch Decision Making Styles

Understanding what messages your customers connect with is key to generating the level of campaign response that meets and exceeds your KPIs and campaign ROI expectations. TrueTouch Decision Making Styles illuminate the types of messages that best resonate with your audience to help you speak to your customers on a more personal level to maximize their interest in your products and services.

Key Benefits

- Create more effective messaging and content based on ways consumers make decisions
- See a lift in responses due to better personalizations
- Establish higher lifetime value and loyalty of customers as a result of being able to better resonate and engage



How to market guide

Savvy researchers – These consumers like to compare prices across different sites before purchasing and typically read online reviews and consumer reports



How to market

Use messaging that lets this researcher know they don't need to look any further. Messages to this consumer need to highlight the key differentiators and make it easy for the Savvy researcher to see how your option stacks up against the alternatives.

- “We did the comparison for you...”
- “No need to look further, [product] is what you've been looking for”

Consider using images such as graphs or charts comparing your product to the competitors and affirming your offer is the best option.

Organic and natural – These consumers buy natural and organic products, often preferring to put natural things in their homes and bodies



How to market

Use messaging that highlights the purity of the product and resonate with this consumer's belief that nature knows best.

- “All natural ingredients”
- “Chemical free”

Consider using images that exemplify nature or simple clean ingredients.

Brand loyalists – These consumers are willing to pay more for proven and reputable brands



How to market

Use messaging that emphasizes the brand name of the item or product and mention other successful products from your brand that can help reinforce the brand's strength.

- “From the makers of [Brand]!”
- Boast the brand's tagline

Consider using images that involve the brand's logo and colors that will help shoppers recall the brand. Also consider images or testimonials of long standing or happy customers.

Deal seekers – Price is more important to these consumers than brand name



How to market

Use messaging that focuses on the price or promotion. Make it easy to find the items.

- “Lowest prices of the year!”
- “Extra 20% Off!”

Consider using images that illustrate the “two for one” sale quite literally, a timer counting down to the of the sale or other animated examples of products about to fly off the shelves. Also ensure the “discount” language is loud and prominent.

Recreational shoppers – These are your store browsers who find joy and relaxation in looking for new and interesting offers



How to market

Use messaging that focuses less on the specific products or items, but instead on the shopping experience. Emphasize any technology, app, or other customer-engagement tactic that get customers to browse your brand offerings longer.

- “Experience the best selection of [product] around”
- “We give you the best excuse to shop”

Use images or video that put the customer in your store or portray a happy leisurely online shopper. Emphasize well-designed store interiors and shoppers who appear to be truly experiencing the brand

Quality matters – Quality matters for these consumers and they are willing to pay more for fresh ingredients, durable materials and quality craftsmanship



How to market

Use messaging that focuses on the quality of the process and build of the product. Explain the ingredients or components by emphasizing the select choices behind using them for the product/solution.

- “We dare you to find a higher quality product”
- Ask our competitors about what they put into their product”

Consider imagery or videography that walks the customer through the process of making the product from the ground up. Use imagery that illustrates durability of the product.

Mainstream adopters – Trendy by association, these consumers enjoy following the latest trends set by innovators. They appreciate understanding what the trendsetters are buying these days



How to market

Use messaging that focuses on styles and trends that a person’s friends and peers will love. Mainstream adopters find comfort in fitting in and aim to appear confident and fashion-forward.

- “Use this product that everyone is talking about!”

Illustrate that the product is being embraced and endorsed by many people. A celebrity endorsement can also assure the mainstream adopter is about to buy what’s popular today.

Novelty seekers – These consumers dislike the same ol' and prefer to try new brands or new options. Variety is the spice of life



How to market

Use messaging that emphasizes novelty and demonstrates what makes the product special. Novelty seekers enjoy the story behind purchases; the where, why and how it came to be.

- “Hand-crafted”
- “Supports [unique cause]”
- “Solves for [unique need/problem]”

Consider imagery that reveals many different options to choose from that they won't find from common mainstream brands.

In the moment shoppers – These spenders find it difficult to say 'no' to things that catch their eyes. They recognize they are “spenders” rather than “savers” and appreciate a convenient purchase opportunity



Top of mind = In the cart

How to market

Use messaging that either urges the consumer to act now or miss out, or communicate how easy and perfect an item is. Stick with simple and comprehensive value propositions next to the price and “one-click-purchase” button (or point of purchase checkout line).

- “Easy ‘click to buy’”
- “Makes a great gift!”

Illustrate how quick and easy the product is to purchase. If it's a high-consideration item, ensure the key pieces of information are stated simply and clearly and that those last minute considerations have already been answered like “Can I afford it?” “What will my partner think?” or “What if I need to take it back?”

- “Yes! Convenient financing is available”
- “Yes! Your [family] will thank you”
- “Change your mind later? Returns made-easy”

Trendsetters – These consumers are trend setters and early adopters of new products



How to market

Use messaging that emphasizes emotion, art, and adventure of the brand or product experience. Early adopters are curious - Don't tout features and benefits. Instead, focus on the “why” that inspires your product.

- Ask rhetorical questions like “Who needs [outdated feature of competitive product]?”
- “Did you ever wonder why...”

Consider using images that aim to intrigue and answer questions creatively.

Engagement channel preferences: Where should you engage your customers?

TrueTouch Engagement Channels

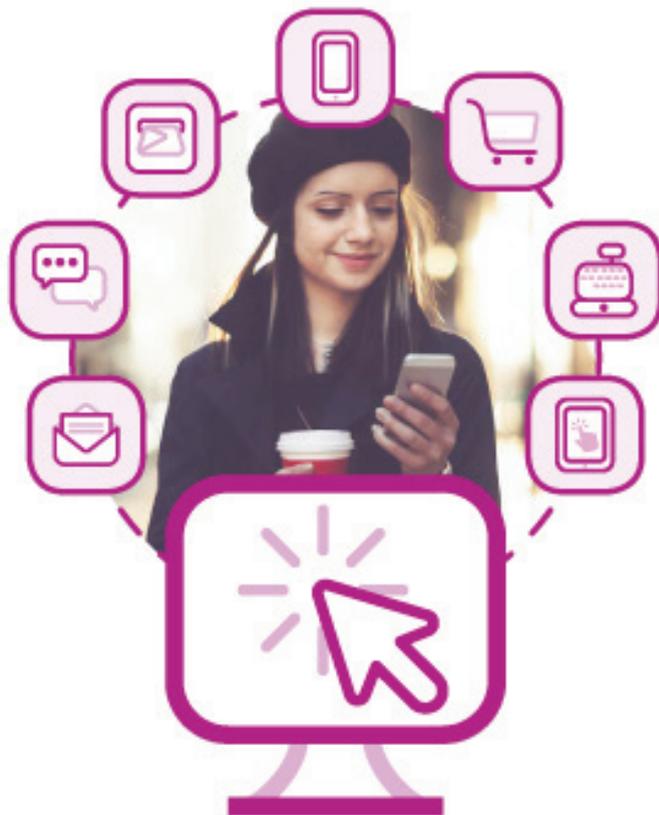
Before you spend a single marketing dollar, wouldn't it be nice to know which channels are most likely to perform with your audience before deploying your campaign? TrueTouch Engagement Channels predict the best channel or channels for engaging your customers and prospects.

Key Benefits

- Identify receptivity and preferences for communication channels
- Build stronger relationships by bringing your messaging to the channel(s) your audience is receptive to
- Prevent marketing waste by delivering your message on the channels that matter most to your specific audience

TrueTouch Engagement Channels:

- Broadcast/Cable TV
- Digital Display
- Direct Mail
- Digital Newspaper
- Digital Video
- Radio
- Streaming TV
- Traditional Newspaper
- Mobile SMS MMS



TrueTouch Engagement Channels

TrueTouch: Predictive insights that drive personalization

TrueTouch Conversion Channel Preference

Think about your shopping habits. Are you more likely to shop in-store or online? Where are you most likely to actually purchase something? What about your customers? The fact is, the relationship between your campaigns and where you direct your customers to purchase can actually have an effect on whether they purchase at all. TrueTouch Conversion Channel segments allow marketers to see the full picture. From a tactical standpoint, you can use these insights to more intelligently set conversion strategies by understanding they buying channel preferences of your target audience.

Key Benefits

- Map the likely touch points of your customer's journey and define and promote offers that incent conversion based on consumer preferences
- Identify the best placement of messages based on the customers' buying preferences to nurture and prompt customer action

TrueTouch Conversion Channels:

- Online Deal Vouchers
- Discount Super-centers
- Ebid Sites
- Etail Only
- Mid-High End Stores
- Specialty Department Stores
- Wholesale
- Specialty/Boutique





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07/19