

With over 50 years of data management experience, Experian has a rich offline data heritage and deep expertise in digital identity solutions.

Why use Experian Syndicated Audiences?

Over 200 sources of data power
over **3,500 audiences**

- Public and state records
- Property and tax records
- Census data
- Transactions
- Online and mobile
- Location data
- Consumer surveys
- Published directories

5 proprietary attribute groups

In the auto, finance, and behavioral categories

Represents **250 million U.S. consumers**

#1 for data accuracy, per Truthset

The depth of our data is unmatched

2,300 average attributes per household

250 average attributes per customer

Find the right audiences across multiple verticals

Financial Audiences



- Wide array of Fair Lending Act (FLA) friendly segments for ITA campaigns.
- Financial personalities (e.g., credit card users, investors, mortgage holders).
- Predictive models for income, debt-to-income, ability to pay, and loan types.
- Discretionary spend, bank balances, and investment tiers included.

Health and Wellness Audiences



- Based on actual purchase transactions and predictive models.
- Shopper behavior includes vitamins, supplements, fitness clubs, and healthy meal kits.
- Lifestyle segments include fitness enthusiasts, healthy holistics, and trusting patients.
- Mobile location data identifies frequent gym goers.

Retail Audiences



- Transaction and predictive data across all major retail categories, 25+.
- Segments include high/frequent spenders, seasonal shoppers, and payment types.
- Covers apparel, home goods, pets, tech, and more.
- Shopper behavior includes deal seekers, brand loyalists, and impulse buyers.

Energy and Utility Audiences



- Attitudes, behaviors and intent related to sustainability (e.g., highly green, skeptics).
- Electric, hybrid, and alternative fuel vehicle owners and switchers.
- Interest in solar, energy efficiency, and utility programs.

Auto Audiences



- Built from Experian's North American Vehicle Database (900M+ vehicles).
- Target consumers in-market for specific makes/models, price ranges, fuel types, body styles, and motorcycles
- Includes owners, aftermarket shoppers (DIY/DIFM), and electric vehicle enthusiasts.
- Predictive segments for lease, switchers, and vehicle age.

Business Audiences



- Target by executive title, company size, revenue, and industry.
- Includes occupation-based segments (e.g., healthcare, education, retail).
- Behavioral data includes business travelers, telecommuters, owners, and home office spenders.
- Signals across social media and other inputs used to identify new job starters and job seekers

Political Audiences



- Built from voter registration and modeled political personas.
- Includes party affiliation, issue-based personas (e.g., Green Traditionalists, Ultra Conservatives)
- Ballot initiative support, charitable giving, and political news consumption behaviors.
- Demographic and lifestyle overlays for deeper targeting.

Travel Audiences



- Travel intent, preferences, and activities (e.g., spa, winery, theme parks).
- Discretionary spend tiers for travel.
- Includes hotel, cruise, air travel, and car rental spenders and holiday, summer, international, and budget savvy travelers
- Mobile location data for theme park, resort, and Las Vegas visitors.

Refine your audiences by layering data from specialty categories

Demographic Audiences



- Age, gender, marital status, income, occupation, homeownership, and presence of children.
- Generational segments (e.g., Gen X, Baby Boomers).
- Useful for refining targeting across verticals.

Mobile Location Audiences



- Real-world visits based on physical location signals.
- Shoppers, travelers, diners, and entertainment visitors by venue type.
- Covers retail, auto, travel, media, and lifestyle points of interest.

Lifestyle and Interests Audiences



- Based on surveys, online behavior, and syndicated research panels.
- Includes life events (e.g., new parents, newlyweds, homebuying), hobbies, sports, travel, tech adoption, and more
- Financial behaviors, charitable causes, and health attitudes.
- TV viewing preferences and ad responsiveness.

Television Audiences



- Granular TV viewing behaviors, device types, and set ownership covering 99% of U.S. zip codes.
- Includes co-watchers, solo watchers, ad avoiders/acceptors.
- Brand ownership (e.g., Samsung, Sony), paid TV and streaming spenders.
- Over 40 core and specialty genres, with 48 sports segments

Publisher Derived Audiences



- Affinity, interest, and in-market signals from our premium publisher content.
- Across demographics, IAB categories, lifestyle and life events
- Reflects real, recent content consumption and engagement (e.g., news, entertainment, product research).
- Built from unique first-party publisher data for scalable, accurate, privacy-forward activation.

Simplify demographic and behavioral targeting with **branded data** developed by Experian

TrueTouch Audiences



- Engagement channel preferences (e.g., email, streaming TV, direct mail).
- Purchase behavior styles: deal seekers, brand loyalists, impulse buyers, trendsetters, researchers.
- Social media engagement and content preferences.
- Preferred retail locations and store types (e.g., discount, big box, or specialty stores)

Mosaic



- Classifies all U.S. households into 19 groups and 71 types based on lifestyle, income, and household dynamics.
- Examples: Power Elite, Flourishing Families, Singles and Starters, Golden Year Guardians.
- Combines demographics, behaviors, and cultural insights to reveal deep consumer insight
- Consistent audience segmentation and activation across all channels online and off

Reach consumers based on common attributes within geographic areas with **geo** audiences

Geo-Indexed Audiences



- Targets regions based on shared attributes (e.g., income, ethnicity, education, presence of children) not individuals
- Addressable audiences built without sensitive personal data balancing privacy compliance and accuracy
- Useful for local targeting and expanding reach via regional indexing.

How to activate

Activate Experian Syndicated Audiences in your preferred destination through Experian’s Audience Engine, or find them directly in our programmatic, TV, and social partner platforms or via Audigent Curated Deals. Have questions? Get in touch via Audiences@Experian.com.