

Find the right marketing mix

In times of uncertainty, get the fundamentals right

Uncertainty reigns

Uncertain times often lead to an opportunity for growth and innovation. The key is learning how to identify - and capitalize on - these new opportunities.

According to Forrester research, 40% of CFOs believe marketing investments should not be protected during a downturn.¹ But gaining share of voice during a downturn is cost-effective. Proactive marketing builds pent-up demand. Here's how you can optimize your marketing mix and stay top of mind.

How to navigate uncertainty

- **Embrace people-led planning:** Map offline and online exposures to consumers' decision journeys.
- **Test compelling creative:** Solve for data deprecation by generative creative intelligence.
- **Optimize for marginal costs:** Adjust for incrementality and arbitrage performance to optimize profit.
- **Capitalize on TV's halo effects:** Lift impulse buys and virality. TV boosts the effects of other ad channels.

Three key ingredients



Know your customer.

Demographics and Modeled Lifestyles are the baseline of many marketing strategies.



Understand the customer journey.

Meet consumers where they are by capturing online and offline activities.



Experiment and measure the impact.

Explore sell-side targeting and channels that use the sell-side approach like retail media and connected TV.

Delivering the right message in the right place at the right time means truly knowing your prospects and customers as individuals. At Experian, we bring you the highest-resolution picture of people, so you and your customers can connect with confidence.

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1. *Profit from Performance Marketing's Dilution*, Nikhil Lai, Forrester, August 2022.