

# Three things to know about data ownership

A conversation with Experian's Chris Feo and Merkle's Andy Fisher



Andy Fisher

Merkle



Chris Feo

Experian

## 1 Audience as an asset

- Customized journeys – Tailor customer journey across multiple channels
- Audience control – Maintain control of your audience regardless of the platform or channel used

## 2 Own your data

- Historical insights – Track, analyze and forecast customer trends, and make cross-channel comparisons
- Collaborative security – Use data clean rooms for a secure and controlled environment for collaboration

## 3 Centralize your access

- Organized campaigns – Consolidate data for efficiency and optimization of your advertising campaigns
- Quality and compliance – Use platforms like Mercurry to elevate data quality, anchored in identity, ensuring privacy

“ Experian's role in Mercurry's data marketplace is essential as they are considered the gold standard for data, and their presence in various platforms and technologies ensures easy connections and high match rates.

Andy Fisher  
Merkle

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Read the blog post for more →