



Enable Experian audiences where you buy your media.

We partner with demand side platforms to help you precisely deliver your message to the right audience, across channels.

Accurately targeting the right audience within the scope of a digital marketing campaign can be a challenge for any brand. We provide quality off-the-shelf digital audiences conveniently within major demand platforms to support your brand's digital activation efforts. Our comprehensive addressable segments pair with your marketing strategy to drive conversations and engagement. Easy access to the audience you want makes your marketing more efficient and effective. You have put the thought and resources into launching your advertising campaigns. Let's put them in front of the right audience, together.

Experian audience segments are available in your demand side platform of choice.



Personalized ads. Delivered. Our off-the-shelf audiences make it easy for you to put your ads in market quickly and efficiently.



As leaders in marketing, we help you:

Get Started

- Identify new customer groups
- Uncover your most effective communication channels
- Measure the effectiveness of your marketing activities and campaigns
- Improve brand engagement
- Enhance customer loyalty