Drive revenue with Experian audience solutions

In a recent study, *60% of marketers* cited audience scale as a concern with the deprecation of third-party cookies. The question is – how many of the audiences on your shelf are built using online data?

Experian gives you the peace of mind with our audience solutions granting access to syndicated and custom audiences that do not rely on third-party cookies in their development and activation.

Why Experian?

Sourced from offline data
As an original source compiler, Experian audiences are built from a robust source of offline and online data that future-proof our audiences.

Remain addressable
Our offline and online graphs make our audiences scalable for cross channel activation.

Flexible integrations
Multiple platform match options available across API and file-based audience delivery.

Third-party validated
Experian has been externally validated by Truthset ranking #1 in accuracy for our hashed emails

What you'll gain through a direct integration with us

Increased ad revenue
Gain access to unique audiences with their own built-in demand via our advertiser and agency sales teams

Maintain addressability
We integrate on persistent IDs, so our audiences don't rely on third-party cookies for activation

Improved scale
Benefit from higher audience match rates with our massive offline and online ID footprint

truth {set} Q4 PROVIDER 2023

250M
Consumers in Experian's database

2.75B
Digital IDs available for matching

2,400+
Syndicated audiences across 15 verticals and categories

Source: marketingweek.com, 2023

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