

# Marketing Attributes

Helping unlock insights into your customers



In today's competitive landscape, delivering personalized customer experiences is essential, as [81% of customers](#) prefer this type of approach. However, with [76% of consumers](#) concerned about data privacy, businesses face the challenge of balancing personalization and privacy.

Marketing Attributes enables you to license Experian's data, whether in part or in full providing access to granular attributes that give your invaluable insights into your customers. All our data is backed by rigorous quality and privacy controls.

- Power multiple use cases** from product development to custom audience modeling and deep consumer insights, Experian's data unlocks invaluable insights into your customers
- Understand your customer's behaviors** outside of their ecosystem (for example, auto can receive insight into their client's financial health, or into retail purchasing behaviors) including any regional patterns and behaviors
- Empower the organization** to understand who customers are, how to reach them, with what products and which message.
- No customer data required** with Marketing Attributes you gain access to Experian's expansive data to power your data needs

## Expansive reach and scale



5,000+  
Attributes



15+  
Data verticals  
and categories



2,300  
Average attributes  
per household

## Attribute bundles available to streamline data selection:

Develop your own products from custom audience solutions to informing your product strategy

Create custom audience models reach a new segment of the market or create custom lookalike models

Gain deep insight into customers such as understanding regional differences in preferences and behaviors



## Explore common vertical-specific use cases:

### Automotive

An automotive brand conducts a research project to identify new regional customers by matching Experian's data with their databases, creating custom models for each dealer to effectively target these customers.

#### Example attributes

- Auto interest
- Fuel type
- Buy styles

### Retail

Retailer uses Marketing Attributes to better understand common behaviors and interests in the areas surrounding the new location to run a targeted cross channel campaign with relevant messaging and offers.

#### Example attributes

- Media consumption
- Shopping behaviors
- Holiday shopping
- Household expenditures

### Health

Analyze health trends across different demographics and regions in the US helping health companies design public health initiatives and policies that address specific community health needs.

#### Example attributes

- Insurance policies
- Health attributes
- Shopper behaviors
- Financial dimensions

### Energy and Utility

A utility company is using Experian's GreenAware and home ownership data to identify customers likely to invest in their green energy credit program.

#### Example attributes

- Property demographics
- Shopping behaviors
- Green energy

### Finance

Financial institution licenses Premier Summarized Credit Statistics to perform strategic market and portfolio analysis - Identify markets or customer segments with strong consumer credit activity.

#### Example attributes

- Home financing
- Credit worthiness
- In the market

### Travel

Build personas on consumers who have similar travel preferences for different destination packages including adventure seekers, relaxation, seeking thrills like amusement parks and more.

#### Example attributes

- Consumer spend
- Lifestyle
- Shopper
- Interests