

Offline Graph + Marketing Attributes




Improve consumer relationships
with insights and connectivity



In today's competitive landscape, delivering personalized customer experiences is essential; 81% of customers prefer a customized approach¹. Personalized marketing requires a unified identity solution with accurate insights into consumer behaviors and interests.

Offline Graph, identity data, and Marketing Attributes, behavioral and demographic data, provide you with a better understanding of consumers and make it easier to connect with them.

How to use these products together:

-  **Insights:** Use Experian attributes to better understand consumers and personalize messaging.
-  **Activation:** Create custom audiences with data and identity and reach them with the right message across multiple channels, like telemarketing and direct mail.
-  **Measurement:** Identify consumers across multiple touchpoints to understand the ads that drove their engagement and the characteristics of those consumers.

Experian's data advantage



126 million
Households



250 million
Individuals



#1
Ranking from Truthset
for data accuracy



5,000
Total attributes

Why Experian

Unmatched scale

Data across 15 verticals resolved to a variety of offline identifiers, like postal address, hashed emails, and hashed phone.

Proprietary data

We have built proprietary data, like Mosaic®, Auto Market Statistics, Premier Summarized Credit Statistics, and more.

Persistent data

Data sources are updated frequently and consistently so you never lose sight of your customers.

Built for privacy

Strict data privacy standards with in-house data governance and compliance teams ensuring our data is privacy-compliant.

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