

Connected TV campaigns with Experian Marketing Services

Tap into and target your online streaming audience across every viewable device

There's no doubt the marketing landscape has become more crowded than ever before. Not only are today's marketers competing against like-minded brands across multiple channels, but consumer attention spans are split among multiple devices—so you never really know if you're reaching your target audience. Meanwhile, the expanding digital world has created multiple opportunities to mine consumer data—but now there's so much data that many marketers don't know how to reap the benefits.

With finite budgets and limited resources, marketers are under immense pressure to maximize their spend and target the right consumers, every time. Savvy marketers are leveraging a data-driven marketing approach to create a complete picture of the consumer using a combination of demographics, lifestyle, interests, purchasing habits and more. But where do you go from there? How do you ensure your target audience sees your message? And how can you measure the results of your campaign?

Enter Connected TV

Connected TV is a new way to reach your potential customers using high-quality, audience-targeted video advertising on any entertainment device that can stream video. You'll have the ability to pinpoint pertinent viewers on popular streaming destinations like Apple TV, Amazon Fire Stick, Roku and more, no matter which streaming device they're using. Connected TV also supports advertising opportunities on streaming-compatible devices including DirecTV NOW, PlayStation Vue, and others. **Your target audience is spending more and more of their life online. Connected TV is designed to help you reach consumers—everywhere.**

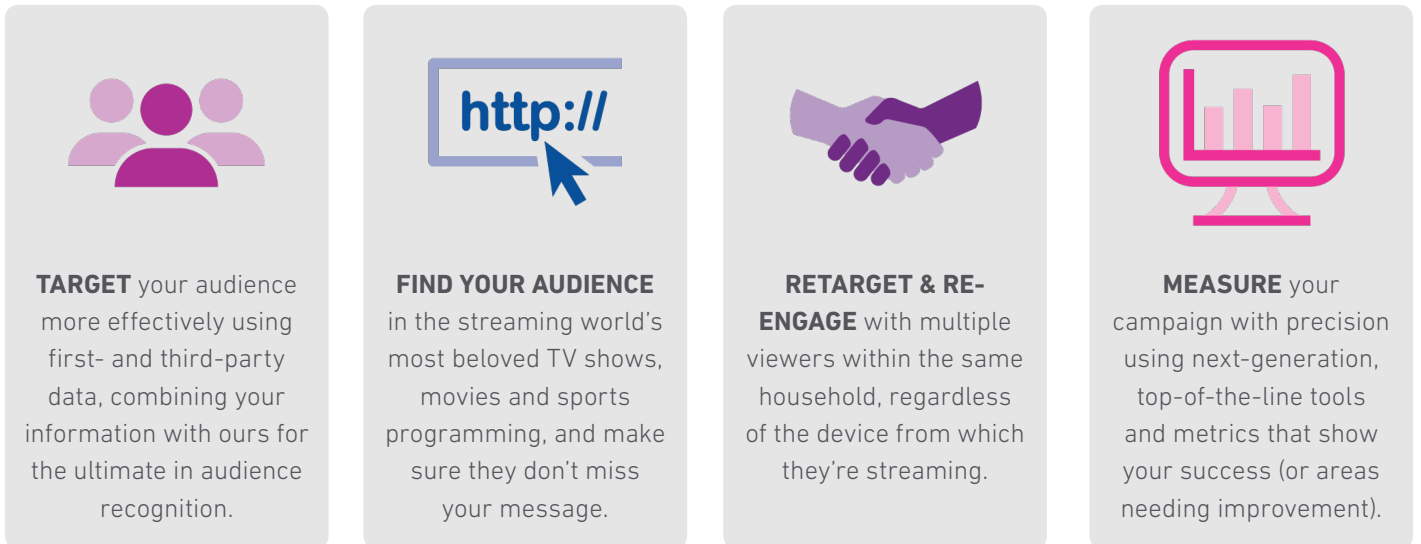
...MORE THAN HALF OF THE US POPULATION (57.2%) WILL WATCH CONNECTED TV IN 2019, UP FROM 51.7% IN 2017...

— eMarketer, June 2019

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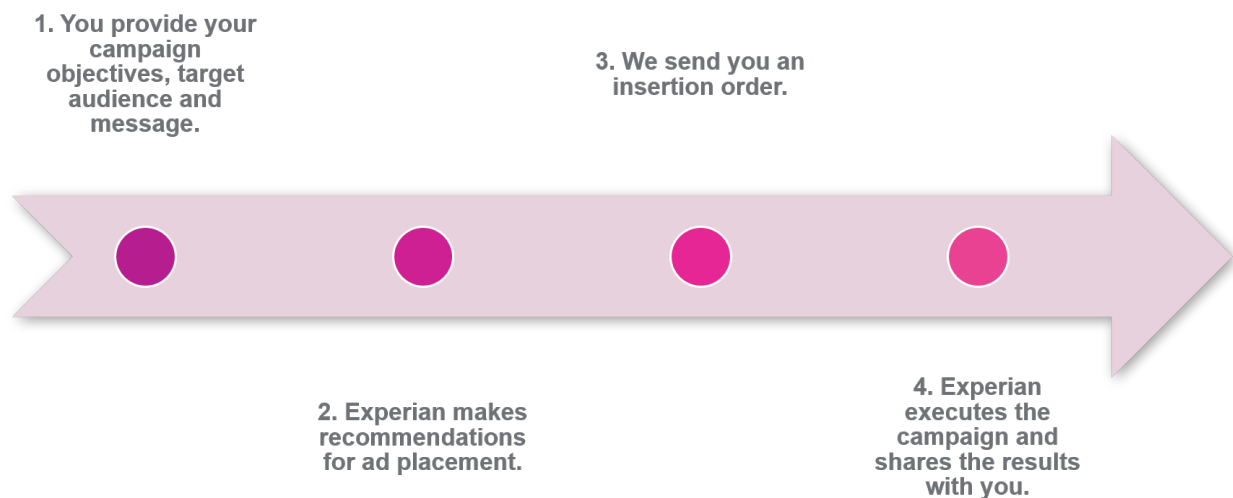
Experian can execute and fully manage your Connected TV campaign

With our identity, data, activation and measurement solutions, we can help you have more meaningful interactions with consumers by creating a more personalized, targeted approach to ensure your message resonates with your intended audience. We can help you:



How it works—4 easy steps

While the Internet offers countless opportunities to connect with customers, it also presents a handful of problems including fragmented data, countless streaming options and complicated metrics that can make your marketing buy more of a minefield. Connected TV addresses these complications with four easy steps.



*Average timeframe is 10 business days to launch from agreed upon campaign proposal

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A trusted partner for over 50 years

Advertising has become smarter and more personalized, pushing brands to have more meaningful interactions with consumers. Experian is helping to set new standards in data management, usability, and measurement in this new environment—and Connected TV is an extension of this evolved marketing approach in the digital age.

With a trusted name in data and information services for more than 50 years, we know how important your media spend is. Let us manage your Connected TV campaign—soup to nuts.

Target your customer with sight, sound, and (e)motion.

Elevate your next ad campaign to reach streaming viewers, wherever they are. Contact your Experian Marketing Services representative or email us at experianmarketingsolutions@experian.com.