

Experian Custom Analytics

Improve marketing effectiveness using insights from consumer behavior

Marketers are always looking for ways to improve the effectiveness of their efforts and boost return on investment (ROI) and, because they are often held accountable for facilitating growth, enabling sales and leading efficient marketing strategies, they typically face one or more of the following challenges:

- Having a deep understanding of your current customers to maximize opportunities within your customer portfolio
- Finding and recognizing key characteristics of new, high quality prospects to grow the business
- Consistently increasing the efficiency of marketing campaigns and acquisition programs to improve ROI

Experian Custom Analytics focuses on the complete analytical journey; from understanding the business problem, to developing and delivering a solution that addresses the challenge, to communicating the insight needed to significantly impact consumer behavior, to ensuring a seamless actionable application that drives results.

With **Experian Custom Analytics**, your marketing campaigns will have deeper insights and yield maximum returns. We combine your data with our data to:

- **Gain insight:** Our data mining capabilities create in-depth profiles and actionable insights about your customers using your internal data and Experian's industry leading consumer data
- **Develop data-driven marketing:** Our segmentation techniques generate custom personas of your customers that improves messaging and marketing effectiveness of your customers
- **Enhance customer marketing effectiveness:** Our modeling competencies are used to build solutions that identify targets for cross-sells, suggest a customer's

next best product, improve customer activation and retention, increase customer value, and enhance marketing effectiveness

- **Find the right, new customers:** With our leading consumer database and modeling methods, we identify and create targeted audiences that can be served in many different marketing channels to increase awareness, engagement and conversion
- **Test, measure and learn for success:** Using Experian's linking capabilities, we can design, measure and analyze campaign performance for many channels, and attribute performance by channels to for different channel, and reach look-alike customers in Experian's U.S. Business Database



Product sheet

Experian Custom Analytics

Our team of U.S.-based statisticians and consultants have both advanced quantitative degrees and deep experience across all industry verticals. By leveraging the industry's leading commercial database and client data assets along with innovative analytic solutions, we help you significantly fine-tune your targeting strategies, identify more targeted and qualified prospects, make more relevant offers and discover a universe of untapped business opportunities.

Ask your Experian representative for more details or contact us at (877) 902-4849 or experianmarketingsolutions@experian.com.