

MarketingConnectSM

People first. Data follows.

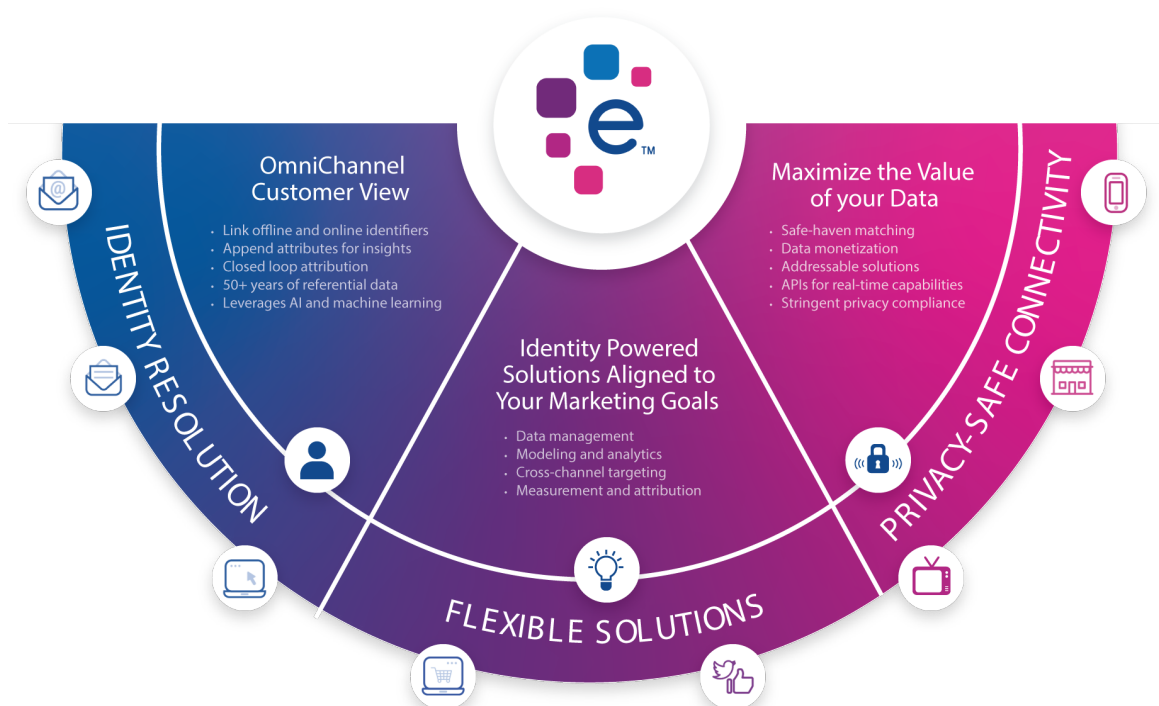
People are at the heart of every marketing campaign, and every marketer strives to provide a personalized brand experience that engages, resonates, and ignites action. But with today's world of fragmented identities and data siloes that introduce numerous complexities when connecting offline actions with digital behaviors, companies struggle to accurately identify customers and obtain actionable insights.

Anonymous identifiers such as cookies, MAIDs, hashed emails, and IP addresses only complicate the identity environment further. Marketers are left to do the best they can with imperfect data, siloed activation infrastructure, and poor measurement that fails to tie performance back to quantifiable business objectives.

You can't afford not to have a 360-degree customer view.

In today's hyperconnected, always-on world, consumers move across channels, devices and real-world locations at lightning speed. Keeping up with customers – and their data – can feel almost impossible to most marketers. But it doesn't have to be. MarketingConnect by Experian Marketing Services resolves consumer identities to build a full customer profile that connects multiple touchpoints, transcends channels and devices, and merges offline and digital behavior. The result is a persistent, privacy-compliant identity that covers all aspects of a consumer's day-to-day life.

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Achieve your marketing goals with identity-driven solutions.

Identity resolution is the first step on the path to intelligent, data-driven marketing. As your goals, needs and level of data sophistication evolves, our flexible approach to identity means we can provide you the right identity-driven solution that aligns with your specific marketing goal. From analytics and modeling to campaign targeting and measurement attribution, our approach to identity ensures your marketing strategy is built on a solid, people-based foundation connected to the digital devices and channels your customers love.

Marketers can't overlook the importance of these points if they want to win the identity game.

Requirement	Why Should I Care?	MarketingConnect Delivers
Scale	If you work with a provider who is focused on specific channels or identifiers, you'll be no closer to achieving a 360-degree view to maximize your data's value.	<ul style="list-style-type: none"> Coverage of 300M+ consumers Deterministic data as the foundation Linkage to a wide arrange of data points including name, address, phone, email, IP address, MAIDs, Geo-location, cookies
Cross-Channel Connectivity	If you don't have a partner with linkage and activation capabilities across channels, you'll fail to deliver the omni-channel experiences your customers expect.	<ul style="list-style-type: none"> 200M unique and active devices per month Connectivity across every channel including offline, email, online, social, mobile and TV Access to mobile location data Safe haven matching
People-Based Attributes	If you don't have easy access to rich consumer data, gleaning new insights will be impossible.	<ul style="list-style-type: none"> 1500+ demographic and behavioral attributes 650+ psychographics
Privacy Compliance	If you fail to protect consumers' rights and protect your marketing data, you are putting your entire business in jeopardy.	<ul style="list-style-type: none"> Privacy-safe approach backed by world's largest data information services company GDPR and CCPA compliance

Ready to connect the dots?

To learn more about MarketingConnect and how Experian Marketing Services can help you maximize the power of your data through identity resolution solutions, contact your EMS rep today. You can also reach us at experianmarketingsolutions@Experian.com or 1-877-902-4849.