

OmniActivation Media Destinations

OmniActivation Audience Engine direct engagement distribution network.

OmniActivation helps advertisers execute true one-to-one campaigns across multiple channels. Through our network of direct publisher partners and media destinations, we help advertisers find and target their exact audience across multiple channels - direct mail, online, mobile, TV, digital onboarding, and email.

Media Partner/ Destination	Direct Mail	Email	Mobile	Online (desktop)	TV/OTT/CTV	Available via Audience Engine*	OACONnect Enabled
4C				X	X		
4INFO			X			X	
A4 Media				X	X	X	X
Alphonso					X		
Ampersand				X	X	X	X
AT&T/Xandr					X	X	X
Charter/ Spectrum Reach					X	X	X
Claritas		X				X	
Comcast					X	X	X
Cox Media					X	X	X
CrossChannel			X			X	
Discovery Channel					X		X
Dish Media Sales					X	X	X
Experian	X					X	
Facebook/ Instagram			X	X		X	
FOX					X		
Hulu					X		
LiveRamp			X	X			
Lotame			X	X			
MaxPoint	X		X	X			

Media Partner/ Destination	Direct Mail	Email	Mobile	Online (desktop)	TV/OTT/CTV	Available via Audience Engine*	OACConnect Enabled
Microsoft			X	X		X	
NBCU					X		X
New York Interconnect (NYI)				X	X	X	X
NinthDecimal			X			X	
OpenAP					X	X	
Pandora			X	X		X	
PlacelQ			X				
Roku					X		X
Samba TV					X		
Samsung				X	X	X	X
Simulmedia					X		
Sling TV					X	X	X
Snap			X	X			
Social Code				X			
TiVo					X		
Tru Optik				X	X		
Twitter			X	X			
Verizon FIOS					X	X	X
Verizon Media/ Oath			X	X		X	
Viant			X	X		X	
Zeta Interactive		X				X	

* Audience Engine can be leveraged for distributing audiences.

Onboarding Destinations

Hundreds of additional digital destinations are also accessible through our onboarding partners Neustar and LiveRamp. Those destinations include DSPs, DMPs and digital technology providers including Adaptly, Adobe, Amobee, AOL ONE, Brand Networks, Doubleclick for Publishers (DFP), Google Digital & Video 360, Google - YouTube, Celtra, Eyeota, Flashtalking, Kenshoo, Krux/Salesforce, Lotame, MediaMath, Nielsen Marketing Cloud, Neustar: PlatformOne, Oracle Data Cloud (Bluekai), Quantcast, The Trade Desk, Tremor Video, TubeMogel, Unified, Videology, xAd, Xaxis and more. The active listing of digital destinations changes frequently. To confirm any specific destination, please contact your Experian Account Executive or send an email to: MSTargetingDigitalOnboarding@experian.com.

The media destinations listed above may operate under defined terms and conditions that need to be considered. Please contact your Experian Account Executive to confirm the details for any specific opportunity.