



OmniActivation™ Strategic Services

Data, targeting and measurement: full-service digital display campaigns run by the experts

Data-driven digital advertising with a personal touch

Experian's OmniActivation Strategic Services team provides brands with fully managed, data-driven digital campaigns from start to finish. You pick your campaign goals, you pick your audience and you provide the creative then our expert campaign managers will prep, launch, optimize and measure your campaign. Using our data, expertise and programmatic trading desk, Experian can help you get the most out of your marketing spend.

Why rely on Experian for display advertising?

A data-driven approach – When you work with Experian to execute their digital media buy, your campaigns are guaranteed to be data-driven. Your campaign manager will help define your audience to meet your specific goals so you reach the right audience, with the right message, at the right time.

Access to premium inventory – The OmniActivation Strategic Services team can access nearly any type of display, mobile, social or video inventory, including specific premium sites.

Expert campaign managers – Your dedicated campaign manager works with you to define your campaign goals, audience and media placement. Once your campaign is launched, your OmniActivation Strategic Services campaign manager optimizes daily to hit your predefined performance goals.

Campaign reporting that wows – After your campaign concludes, your campaign manager delivers closed-loop reporting to help you evaluate the online and offline effectiveness of your digital campaign, gain additional insights, determine return on investment (ROI) and improve your future cross-channel strategies.

Exclusive opportunity for OmniActivation Strategic Services advertisers

Utilize Experian's best-in-class ConsumerViewSM data at no additional cost for campaigns run by OmniActivation Strategic Services. That's 3000+ attributes, 126 million households and 300 million individuals at your disposal to power campaigns that perform.

With OmniActivation Strategic Services you can:

- Target your CRM list, custom models or standard ConsumerView attributes at no cost – or opt for addressable retargeting
- Leverage online behavior data to target and find in-the-market customers
- Launch campaigns that supplement your direct mail strategy by utilizing precise geo data
- Help you understand ROI by delivering closed loop reporting that ties your campaign to online and in-store sales



Check out how Data Clique, a market-research firm partnered with OmniActivation Strategic Services for a cross-channel approach to driving gym memberships for their client.

CHALLENGE

Data Clique's client (a national chain of fitness studios) struggled to gain any insights from their online and offline targeting efforts — and their memberships were declining.

SOLUTION

After utilizing Mosaic® to learn about and segment their customers, they leveraged OA Strategic Services alongside their direct mail efforts to develop a surround sound approach to targeting.

RESULTS

The digital display and direct mail campaigns launched by Experian are now responsible for driving up to 57% of the fitness chain's new membership. Together, Data Clique and Experian now manage all of the fitness chain's mail addressable strategies.



[Download the full case study >](#)