



OmnilImpact™ for finance

Financial marketing insights at your fingertips

Experian's financial trade data powers OmnilImpact measurement reporting, bringing sales performance for brands and competitive analysis to online and offline financial marketing campaigns.

Experian provides marketers with a valuable solution to measure the performance of their digital financial marketing campaigns

- Evaluate digital and TV campaign performance
- Evaluate and adjust marketing strategy
- Identify best performing audience segments or offers
- Gauge sales lost to competitors

Experian has a unique advantage over other financial data providers. Our ability to integrate our multiple data sources from our financial trade and marketing databases allows for a level of unmatched intelligence. Our clients can see trends and act before the competition, giving them the actionable insights and a competitive advantage to make decisions that position them to win in a crowded marketplace.

Open and inquiry reporting

Investigate campaign performance by accounts opened and inquiries

U.S. benchmark control analysis

Compare campaign performance against a sample of U.S. consumers

Wide range of account types

Mortgage/home loans, credit cards, general bank loans and more

Competitive analysis

Access competitive insight against blinded similar sized financial institutions

Test vs. control analysis

Review campaign performance based on incremental lift

Media platform random control analysis

Compare campaign performance against a sample of media operator subscribers not related to the audience (when applicable)

Flexible data delivery

Export aggregated data, visualizations and reports

Easy to read dashboards

Access to dashboards and visualizations for quick and easy access to campaign performance

All data is compiled and handled in a privacy compliant manner, adhering to FCRA and GLB regulations.

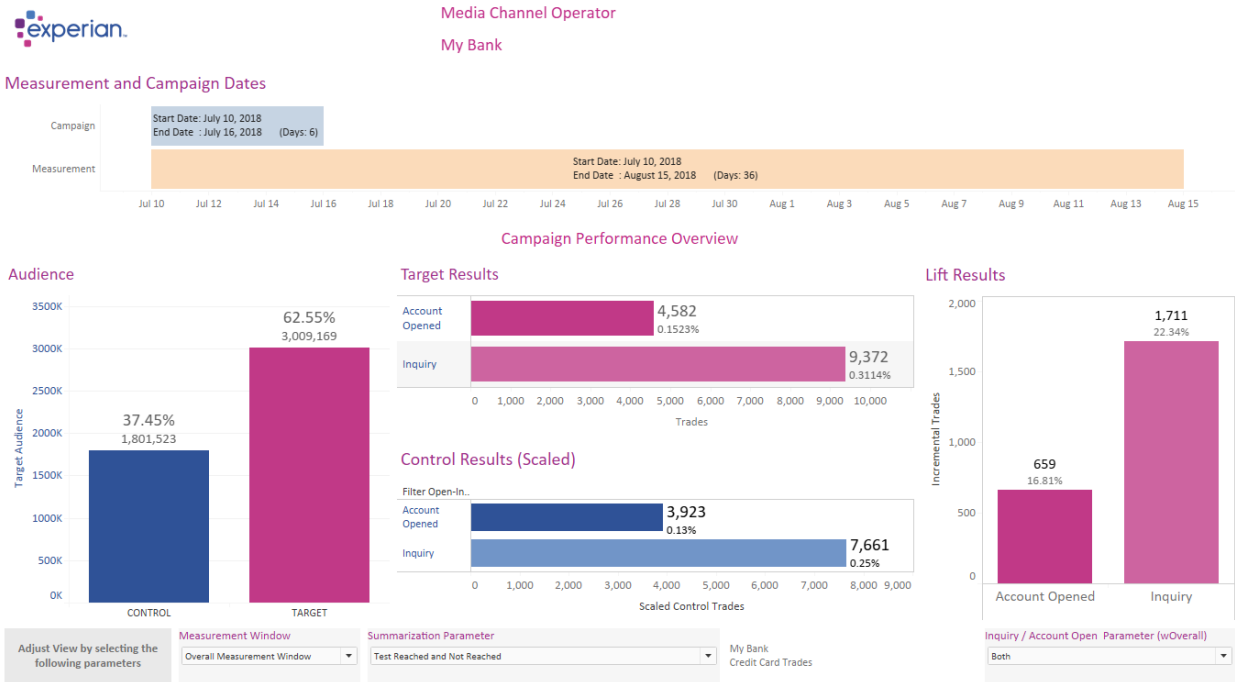
Product sheet
 Omnimpact for finance

The power of Experian financial data

- Covers financial trades made in the U.S.
- Credit card activation
- Mortgage/home loans
- Auto loans
- General bank accounts
- and more...

Key Financial Measurement Questions

- Did your campaign drive incremental trades for your brand?
- How did your trades within the campaign perform vs. liked sized, anonymous competitors?
- How were your open trades vs. the Experian national benchmark for the campaign?



Are you ready to take your financial campaign measurement to the next level? Contact your Experian representative, call (877) 902-4849 or email experianmarketingsolutions@experian.com today to start measuring your marketing effectiveness.