experian™

OmniImpact™

Marketing measurement, simplified.

Agencies, platforms and media operators all rely on measurement to validate their clients' marketing efforts by showing ROI but using a variety of tools can be scattered and ineffective. With OmniImpact, Experian created a powerful, single-platform solution to address every marketer's measurement needs in one quick, easy to use and convenient interface. Validate your impact no matter the channel, platform or transaction source, with optional customization and quick-turnaround results.

OmniImpact for Vertical or Transactional Specific needs

Automotive
- Leverage auto sales data from Experian's North American Vehicle Database
- Get insights on vehicle sales for a specific make/competitive makes/models purchased by households

Retail/Transactional
- Experian can ingest first-party data, using data points such as name and address PII, email address, MAID, or IP address to resolve transactions to an Experian household ID
- Match sales transactions to media impressions, linking sales to ad exposure to create actionable insights

Website Visitation
- Implement an Experian pixel on an advertiser website to capture visitation during media campaign
- Match resolved website visitation to understand lift metrics for visitation of households who are exposed to media versus the control group

Mobile Location Data
- Experian mobile location data can provide a proxy when sales transaction data isn't available,
- Understand how foot traffic is influenced by media impressions

Financial Services
- Utilize Experian Trade Data to understand if targeted households inquired or opened new trade lines during an active media campaign period
- Competitive Analysis provides a view of inquiries and new trade opens for similar sized businesses

How OmniImpact supports agency, platform and media operator needs

OmniImpact was designed to help organizations discover how targeted consumers are connecting to campaigns. We differ from the competition by:

- Fast execution of campaign insights when you need them, during and after campaigns
- Clean Room security and a privacy-compliant data environment
- An intuitive, easy-to-use dashboard
- Fully customizable and quick turn reporting with multiple read capabilities
- Knowledgeable, accessible and responsive customer service

Measure your campaign to your exact specs

Whether you want to use a progressive measurement strategy and measure effectiveness from one campaign to the next across multiple platforms, or you prefer to measure one campaign in connection to one channel or multiple channels, OmniImpact is customizable to your needs and makes campaign-related data both manageable and actionable.

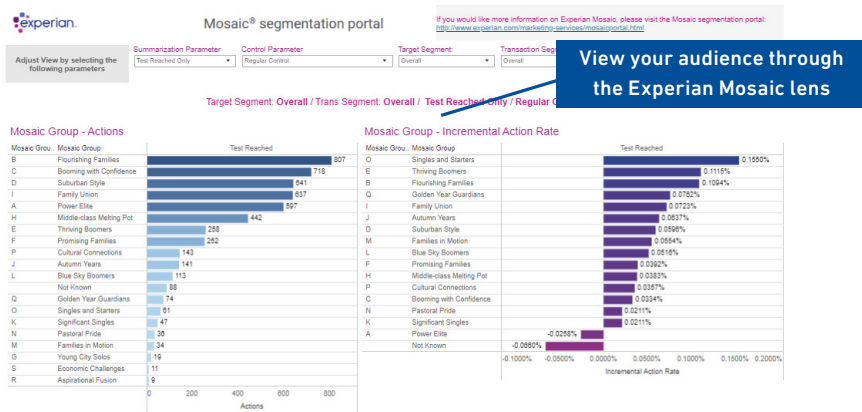**Examples of reporting available via the OmniImpact dashboard:**

Campaign Summary
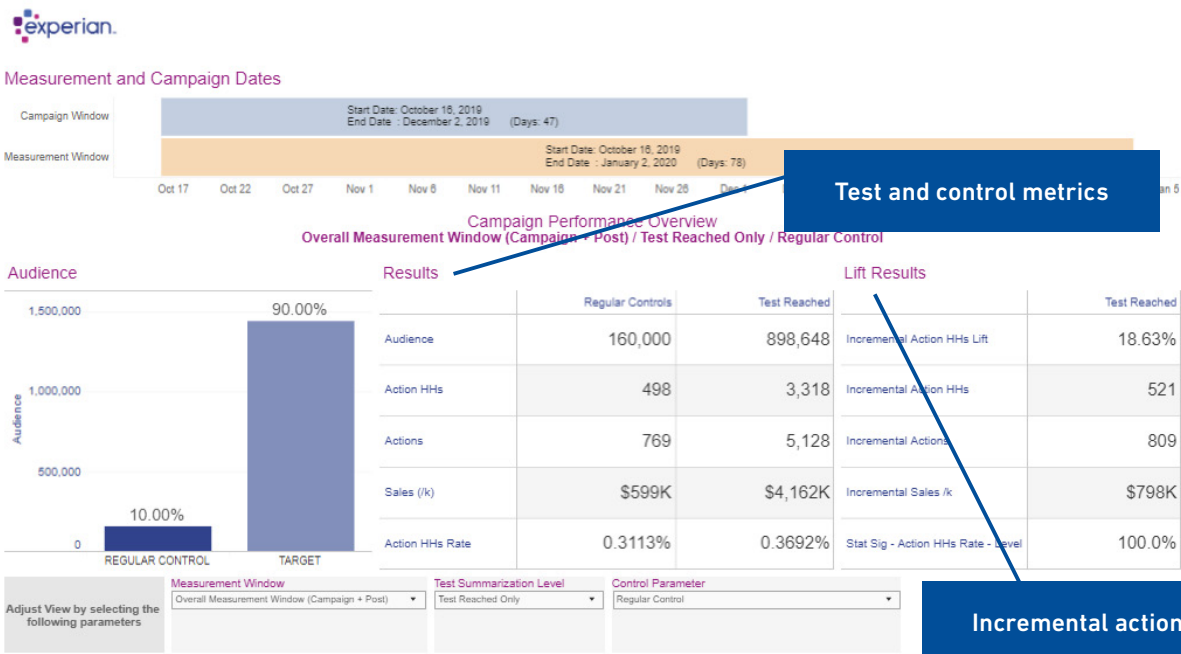
Timeline: Impressions by Day
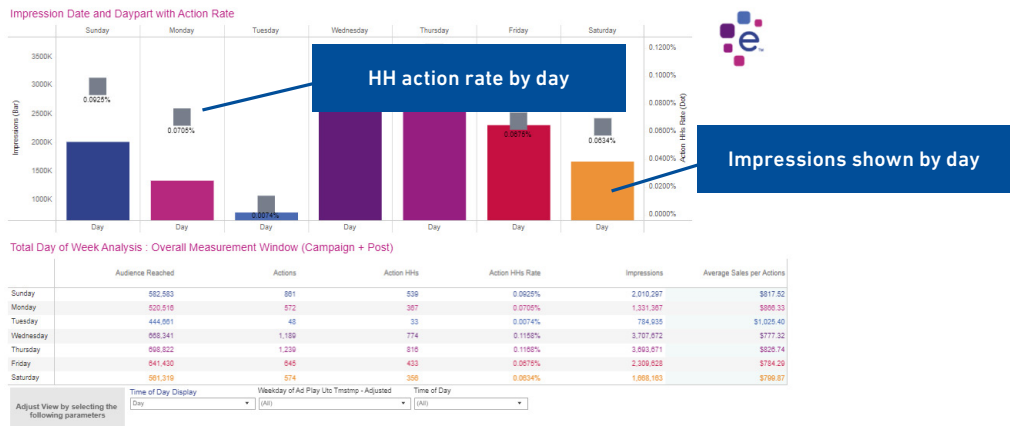
Mosaic Analysis by Group

Other reports available

- Lift Detail – Dashboard
- Attributed Household Summary
- Campaign Reach
- Timeline: Action Households Rate

- Timeline: Campaign Windows
- Impressions Frequency Analysis
- Impressions by Days Since In-Home
- Geographic Analysis

- Mosaic Analysis by Type
- Profile: Attributed Audience
- Profile: Target Audience
- And many more!

Regardless of your industry, OmniImpact will deliver your campaign measurement on your timeline, with actionable reporting that delivers results to drive your client's next campaign.

To find out how to empower your campaign measurement, visit Experian's OmniImpact web page.