

OmniView™

Improve your targeting with a single customer view

Your customers demand a personalized experience. OmniView helps you deliver it.

Saavy marketers know that engaging with customers and prospects in a meaningful way starts with knowing who they are across channels and devices. Creating a single customer identity may sound like a lofty goal, but it doesn't have to be. Experian's OmniView™ solution takes in all of your fragmented customer data and stitches it together in real time. What do you get in return? A single, persistent ID that you can use to:

- Meet people wherever they are with the best message possible
- Improve the experience visitors have on your site with customized offers and content
- Build out look-alike audiences to turn valuable prospects into loyal customers
- Analyze how people are interacting with your brand across channels
- Develop campaign reports that accurately link online and offline activities
- Make every marketing dollar work harder for you than ever before

Input Data Fragmentation



Identity linkage is like putting together the pieces of a puzzle.

And OmniView shows you the whole picture. Robust data, real-time matching, and an intelligent linkage methodology – all are requirements for a powerful identity management solution. When you use OmniView, you tap into the power of over 40 years of historical data. Combine this with our art and science for matching fragmented data, like name, email address or social media handle, and you can paint an accurate, complete picture of each of your customers.

So you want to become the kind of brand that people camp out all night for? Building that kind of loyalty starts with knowing your customers – one-on-one. Remember who they are. Remember their preferences. Remember their past with you. Use that data to fuel a memorable brand experience. They'll reward you in return.

OmniView™ Capabilities:

- Individual, household and address level consumer identification
- Leverages Experian's 40 year history of compiling consumer data
- Links various data sources such as name, email, phone number, social IDs, and online identifiers
- Matches offline and digital identifiers in a privacy compliant manner
- Delivers real time linkage through our API

Start recognizing your customers across channels today. To learn how, call 1 877 902 4849 or email experianmarketingsolutions@experian.com.