

# TrueTouch<sup>SM</sup>

Communicate with your customers on a personal level

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Experian's TrueTouch is a data-driven content and contact engagement solution that empowers you to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers. TrueTouch segments were developed with the idea that no consumer is the same - and they need to be engaged with on their terms to successfully market to them. Marketers can create high-performing content and creative, identify the proper marketing channels to optimize engagement and streamline the customer's path to purchase.

The three dimensions of TrueTouch provide actionable insights to put data behind your tactical decisions:

**Decision Making Styles:** Optimizes content and creative

**Engagement Channels:** Influences your media and media placement decisions

**Conversion Channel Preference:** Identifies the most effective path to promote for conversion

## Putting TrueTouch to work

Enhancing your customer file with TrueTouch will inform what messaging will best resonate, what marketing channels will be preferred by your audience and which conversion channels you should place your product in.

**For Example:** You enrich your audience data with TrueTouch attributes and learn their...

**Decision Making Style: Novelty Seekers** - These consumers dislike the same ol' and prefer to try new brands or new options. Variety is the spice of life.

Use messaging that emphasizes novelty and demonstrates what makes the product special. Novelty seekers enjoy the story behind purchases; the where, why and how it came to be.

### Engagement Channel: Email

These consumers monitor their email for shopping experiences and are receptive to promotions in their inbox.

### Conversion Channel: Online discount sites

These consumers are used to shopping for deals and are comfortable making many of their purchases online.

### The result

Your next campaign leverages email and site retargeting as your primary marketing tactics. The marketing messaging is heavy on "hand-crafted" and language tells them the story behind the product. You make sure your call-to-action directs them to your site since they're comfortable buying online. And better yet - you'll be able to tie their purchase back to your campaign to learn how TrueTouch impacted your marketing's performance.



## Product sheet TrueTouch<sup>SM</sup>

### Decision Making Styles:

**Savvy researchers:** These consumers like to compare prices across different sites before purchasing and typically read online reviews and consumer reports

**Organic and natural:** These consumers buy natural and organic products, often preferring to put natural things in their homes and bodies

**Brand loyalists:** These consumers are willing to pay more for proven and reputable brands

**Trendsetters:** These consumers are trendsetters and early adopters of new products

**Deal seekers:** Price is more important to these consumers than brand name

**Recreational shoppers:** These are your store browsers who find joy and relaxation in looking for new and interesting offers

**Quality matters:** Quality matters for these consumers and they are willing to pay more for fresh ingredients, durable materials and quality craftsmanship

**In the moment shoppers:** These spenders find it difficult to say 'no' to things that catch their eyes. They recognize they are "spenders" rather than "savers" and appreciate a convenient purchase opportunity. Top of mind = In the cart

**Mainstream adopters:** Trendy by association, these consumers enjoy following the latest trends set by innovators. They appreciate understanding what the trendsetters are buying these days

**Novelty seekers:** These consumers dislike the same ol' and prefer to try new brands or new options. Variety is the spice of life

### Engagement Channels:

**Ensure you're reaching consumers through the channels they prefer when researching products and services.**

- Broadcast/Cable TV
- Digital Display
- Direct Mail
- Digital Newspaper
- Digital Video
- Radio
- Streaming TV
- Traditional Newspaper
- Mobile SMS MMS

### Conversion Channels:

**Drive consumers to their preferred channel when making purchases.**

- Online Deal Voucher
- Discount Supercenters
- Ebid Sites
- Etail Only
- Mid-High End Stores
- Specialty Dept Stores
- Wholesale
- Specialty/Boutique

To learn more about TrueTouch, contact your Experian Marketing Services representative, email [experianmarketingsolutions@experian.com](mailto:experianmarketingsolutions@experian.com) or call 1-877-902-4849.

