



Automotive **Perspectives**

ACTIVATION

Activate your audience on the most strategic channels

As an OEM or agency marketer, measurement criteria are one of the first things built into any marketing strategy. To effectively measure results after activation, you must first apply data insights to identify and segment key audiences. So, what does this mean, and how much control over activation do marketers have? At Experian Automotive, we believe marketers can improve their ability to reach their intended audience participants and measure their overall campaign results if they are strategic during Activation.

"Increase your chances of reaching your intended audience when you are strategic during Activation."

Today's consumers have abundant choices for how, when, and where they spend their screen time. Marketers must work smarter, using data insights to identify the right people on the most impactful channels at the right time with the right message. When spending time and resources to identify and build your audience for a strategic campaign, activate your audience with the right platform to make the most of your hard work.

Find a platform that makes it easy to upload your audience

Whether activating an online (digital) or offline (simple file) audience, you still need to deliver it to the publisher. To make this process easier and as effective as possible, look for a partner (like Experian) with direct connections to most major publishers that can display your audience's size before you load it.

Experian Automotive partners with multiple platforms and media outlets to help marketers discern where consumers are most engaged, reaching ideal audiences on multiple real-time bidding (RTB) platforms and through private exchanges.

Deliver personalized, addressable experiences

Leveraging various media partners and platforms allow marketers to activate audiences more effectively and execute more strategic, measurable, multi-channel marketing campaigns. Experian Automotive's vast network of media destinations and on-boarding capabilities empowers marketers to activate audiences and connect with a single audience across channels delivering personalized, addressable experiences.

Personalized, addressable experiences:



How activation works

Build your best audience on a single platform

The best activation begins when you build your target audience with your first-party data, Experian's best-in-class consumer data, or a combination of the two. Use Experian Automotive's data hygiene, segmentation, and predictive modeling services, to build an audience that can be strategically activated across multi-channels.

Target the same consumers across channels

Many marketing automation tools enable only offline or online campaigns resulting in disjointed audience creation when activating multi-channel marketing efforts. For example, when creating an audience for direct mail, a marketer may use an offline data set. When running a similar execution in a digital environment, they may create or select an audience based on users' digital actions. Even if they are attempting to reach a similar audience, the logic and data sources utilized in the audience creation can vary significantly by channel (direct mail vs. digital). This approach often results in two very different audiences and individuals who may or may not be reached with the advertiser's message across the other channels. Consistent audience creation is crucial to increasing the impact of multi-channel efforts and delivering a 'surround sound' approach.

Audience creation and distribution under one roof

When it comes to Activation, be sure to work with a company with solid partnerships across the media universe. With Experian Automotive, you'll utilize our 100+ partnerships with major online publishers and TV operators to match your audience and launch your campaigns. Other platforms allow audience creation or on-boarding or digital or offline, but Experian brings all those capabilities together. We are a "one-stop shop" for audience creation and distribution of audiences across all channels, taking you from simple multi-channel marketing to true omnichannel activation. You will also experience increased data integrity by working with a company that enables consumer insights, identity solutions, audience creation, activation, and measurement under one roof.

As a media-agnostic marketing services provider, Experian Automotive can support your omnichannel strategy across online and offline channels without the need for SAAS integration.

Activating in Walled Gardens:

A walled garden is a closed platform or ecosystem (e.g., Amazon, Google, Facebook) wherein the platform provider controls the content, applications, and/or media and restricts access as it sees fit. The walled garden can challenge marketers who desire cross-channel activation and measurement. Experian Automotive supports the activation of privacy-safe audiences across major social network platforms.



Here are a few common activation challenges and solutions that may help marketers deliver more successful campaigns.



GOAL: Activate your best audience across channels

Challenge:

You have an ideal audience for direct mail, but how do you reach the same customers online, on their phones, and when they are watching TV?

Solution:

Experian has direct partnerships with media providers across TV, online, mobile, email, and direct mail. Marketers can seamlessly launch cross-channel, addressable campaigns through relationships and distribution capabilities.



GOAL: Reach customers across Connected TV

Challenge:

Reach prospects (as many as possible) as they stream their favorite shows across their Connected TV devices. Most media companies only offer standard targeting options or basic matching for first-party data, so marketers invest a lot of time and money in their prospecting efforts.

Solution:

Experian can take your first-party data and maximize its linkage to the addressable universe of media partners.



GOAL: Activate your offline audience data for online marketing

Challenge:

Reach offline customers online via their digital identities to increase and expand consumer impressions and awareness and improve sales conversion.

Solution:

Leverage audience on-boarding to link customers in the offline world to their digital identities.

Measure performance

Once you finish activating your campaigns, our closed-loop reporting can help evaluate the effectiveness of your online and offline addressable campaigns, determine the return on investment (ROI), and provide actionable insights for future campaigns. Our measurement solutions measure and report actual vehicle sales. We do this by offering the most robust combination of primary-source consumer and vehicle data assets under one roof.

Work with a company with privacy and compliance expertise

Experian is a trusted steward of the data it collects, maintains, and uses, and we can help marketers match deidentified target audiences to media partners in a privacy-compliant manner. We strive to ensure the secure, appropriate, and responsible use of all data entrusted to us through industry-leading technologies, processes, and personnel.

In closing

In today's fast-paced automotive marketplace, marketers need to make the most of audience activation. You spend time and resources cultivating the right audience, so take the time to choose the right platform with the right options to choose the most strategic channels when activating your campaigns.

Activation is part of the Experian Marketing Engine,TM the marketing solution that helps automotive marketers understand their unique market and customers, select the right audience, activate it on the most effective channels, and measure their results.

Going forward

To learn more about the full suite of Experian Marketing Engine solutions, visit us at www.experian.com/automotive/marketing or call your Experian Account Representative.





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