



Ascend Marketing™

The fastest way to build, optimize, and deploy custom-targeting strategies

Experian's Ascend Marketing™ is a leading-edge cloud-based platform that empowers you to visually create and manage channel and targeting strategies with the freshest data to execute marketing campaigns faster than ever before.

Ascend Marketing allows for expedited campaign processing for both prescreen and invitation-to-apply (ITA) campaigns. It allows you the ability to integrate your customer data and additional third-party data with Experian's data, all pinned using our proprietary process that links information across data sources. The platform is FCRA-compliant for firm offer campaigns, however, reduces much of the procedures and typical handoffs in the prescreen process. Since you bypass the agent of the bureau/aggregator, there's opportunity for huge cost savings.

“Marketing has evolved to where creativity now works hand-in-hand with data, analytics, digital, artificial intelligence and other emerging technologies to create effective customer experiences.”

— Large financial services organization

What are the benefits of Ascend Marketing?

Simple integration



- Streamline your process with limited IT involvement.
- Be completely onboarded in 90 days or less.

Fresher campaign data



- Reach your clients when they're in the market for a product — before the competition .
- This can lead to increased response rates.
- Reduction in credit shifts.
- Both FCRA (prescreen) and marketing data (ITA) are available.

Operational efficiencies



- Fewer handoffs and file transfers.
- Significantly reduce the amount of time to process a prescreen campaign.

Cost efficiencies



- Remove processes from campaigns to decrease your costs significantly.
- Reduced costs compared to traditional prospect database aggregators.

Custom modeling and analytic support



- Provide statistical modeling and machine learning algorithms to support prescreen and ITA campaigns coupled with automated model retraining and reinforcement learning.
- Explainable machine learning to provide transparency of algorithms developed by Experian.

FCRA-compliant



- Data is depersonalized to address FCRA regulations.
- No opt-outs included in data set.

Audience Engine

Now take advantage of the full range of Experian® marketing capabilities from our credit data to our industry-leading marketing data, ConsumerViewSM, through Experian's Audience Engine. Create custom audiences and launch addressable, cross-channel campaigns with our fully integrated audience management platform or your choice of industry leading campaign management tools.

- **Ease of use** — Easily create and manage audience segmentations through an intuitive drag-and-drop user interface and extensive node options.
- **Performance and speed** — Execution times aren't impacted by campaign complexity or multiple users submitting execution requests.
- **Self-service data manipulation and imports** — This gives you the ability to flag fields and create custom derived fields.
- **User-friendly campaign deployment** — Activate across multiple channels including programmatic, addressable TV, social and direct mail/email.
- **Insights and reporting** — Quickly and easily generate waterfall reports, summary statistics and predesigned reports, and access measurement reports that highlight campaign performance.
- **Administrative functions** — (For media providers and/or first-party data advertisers.) Manage custom file export layouts, usage reporting and user administration.
- **Data access** — Access ConsumerView data/ enrichment of first-party data with ConsumerView data without needing to host the data yourself, and have the ability to both gain insights and manage campaign for customers and prospects.

ConsumerView

Experian's ConsumerView is the largest and most comprehensive resource for traditional and digital marketing campaigns. ConsumerView data provides a deeper understanding of your customers, resulting in more actionable insights across channels. *Marketing data cannot be used for FCRA-regulated purposes.*

ConsumerView U.S. database in a snapshot:

- Data on more than 310 million individuals and 128 million households
- More than 50 years of historical information and industry experience
- The freshest data compiled directly from hundreds of sources
- Thousands of attributes that reveal demographics, purchasing habits, lifestyles, interests, attitudes and more

Contact us

For more information about Experian Ascend Technology Platform™ including Ascend Marketing, Audience Engine and ConsumerView, click the button below or contact your Experian sales representative.

[Learn more here](#)