

Data Onboarding and Activation

Activate your best audience across channels for powerful 1-to-1 marketing.

With data onboarding, you can reach your customers with the right messaging, at the right time, across channels. Our approach ensures that you're getting more from your first-party data than ever before.

What is data onboarding?

Data onboarding is as simple as bringing offline audiences to the online world. Customer records, such as CRM data, email subscribers or loyalty members, are anonymized and matched to digital identifiers. Once this link has been made, marketers can now launch their 1-to-1 personalized digital marketing. Every day, advertisers onboard their data to better target their current customers, create lookalike models for effective prospect campaigns and even measure the effectiveness of online marketing campaigns by tracking against in-store sales.

How does it work?

It starts with delivering your customer file to Experian via a secure process. Your first party data is then anonymized to remove any Personally Identifiable Information (PII), and matched to mobile devices, digital IDs and direct media partners. From there, it's time to take action. Your matched audience can now be activated across channels – using Experian's Audience Engine, your DMP or DSP, or any other digital destination. Onboarding your most valuable audiences through Experian makes coordinated cross-channel marketing a reality.

Data onboarding process flow

Select your audience

- CRM database
- Email subscribers
- Website visitors
- Loyalty program



Anonymize and match

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Activate across channels

- Display
- Mobile
- TV
- More

If you're ready to take your data onboarding strategy to the next level, let's talk. Contact your Experian Marketing Services representative for more information.