

# OmniActivation™ powered by the Audience Engine

Activate your audience data for true one-to-one addressable advertising across channels

OmniActivation powered by the Audience Engine connects marketers with today's consumers with a one-to-one message wherever they may be, whether it's through TV, online, mobile, email or direct mail. The Audience Engine is an audience management platform that lets users quickly create custom audiences, launch addressable, cross-channel campaigns and allow them to measure their return on ad spend through closed-loop analytics.

## How to make the Audience Engine work for you

### Create your addressable audience with a few clicks

Link and activate your best data by creating and sizing addressable audiences based on your CRM data, partner data and 3rd party data available within the platform, including Experian's ConsumerView<sup>SM</sup> data.

### Quickly view audience insights

Gain a deeper understanding of your audience's characteristics by overlaying demographic and lifestyle segmentation data. From media planners to creative directors, the sleek report makes it easy for the entire team to share insights, tailor creative and predict behavior.

### Activate your best audience across channels

Experian has partnerships with over 85 of the country's largest media providers across TV, online, mobile, email and direct mail. Through these relationships and the Audience Engine's distribution capabilities, advertisers can seamlessly launch cross-channel, addressable campaigns.

### Link in-store and online sales to your campaign

Our robust, closed-loop reporting is one of the most powerful tools that advertisers have at their disposal. Not only does it allow marketers to measure a campaign's return on ad spend, but also improve future marketing.

### Protecting consumer privacy

Experian Marketing Services is a trusted steward of the data it collects, maintains and uses. Through industry-leading technologies, processes and personnel, we strive to ensure the secure, appropriate and responsible use of all consumer data entrusted to us.



A few of our addressable advertising partners:



### Want to see the Audience Engine in action?

Are you an advertiser, agency or data provider? Contact us at [experianmarketingsolutions@experian.com](mailto:experianmarketingsolutions@experian.com) or contact your Experian representative to request a demo today.