



# Audiences@Experian

Build your best audiences with the data experts

Brands need the opportunity to connect with consumers on a one-to-one level to create a stronger relationship. Since advertising has become smarter and more personalized, marketers need to take full advantage of our data-driven world. To succeed and reduce wasted ad spend, marketers should ensure their message is seen by the right customers, at the right time. Audiences@Experian can help.

## We'll make sure your message reaches the right audience.

By using a consultative approach, Audiences@Experian can help marketers leverage data to create and activate audiences to meet their marketing objectives. We use infinite consumer attributes and combinations to help you optimize audience targeting. With this knowledge, we can identify even the most unique of audiences to help you connect with new prospects you may not have thought about previously.

With a powerful combination of Experian's ConsumerView<sup>SM</sup> marketing database of 300 million individuals and 126 million households, and our Mosaic<sup>®</sup> USA lifestyle segmentation tool of consumer behaviors, attitudes and preferences, the Audiences@Experian team can deliver audiences that address the sophisticated needs of today's multichannel marketer.

## Why Experian? We eat, sleep and breathe data.

Our 50 years of data expertise means we know it inside and out. We create audiences for everyone from agencies to advertisers every day and truly understand audience segmentation. On top of that, we're a one-stop shop for

all your marketing needs—data, identity, activation and measurement.

## How it works

Partnering with agencies, platforms and advertisers, our experts can help identify the right audience segments based on your objectives. Here's how it works:

1. Marketer expresses need to target a specific audience for their campaign. Audiences@Experian can also help recommend audiences based on your goals.
2. Audiences@Experian provides audience recommendations.
3. Marketer specifies their preferred platform partner.
4. Audiences@Experian makes the data available through the platform partner.

**Ready to put our data to work for you?**  
**Email [audiences@experian.com](mailto:audiences@experian.com) with your request.**