

Addressable TV advertising

Harness the power of audience data for one-to-one TV ad targeting

With countless outlets available to share your message, brands have multiple opportunities to help them get the word out, but TV still reigns supreme. TV accounts for 35% of all marketing spend, totaling \$70 billion across the U.S., and spending that kind of money comes with the pressure of accountability.

Marketers need to measure campaign performance with pinpoint accuracy to ensure a positive return on investment, which is why the old-school method of basing buys on basic demographics no longer works. Now, influential brands are leveraging the targeting and measurement capabilities of addressable TV—and optimizing their TV advertising strategy.

Why Addressable TV?

Addressable TV draws from the same concepts driving target e-mails or direct mail initiatives—namely, using first, second and third-party audience data such as income, lifestyle interests, shopping behavior and family composition to deliver TV advertising. That means you can tailor your advertising outreach to a particular household and deliver a one-on-one message to the exact audience you'd like to reach.

But it doesn't stop there. By creating a relevant and consistent message across all channels using a data-fueled, audience-focused approach, advertisers have the ability to match and target the same individuals across multiple channels. With Addressable TV, marketers can now pair their TV strategy with online, mobile, e-mail and direct mail to reap the benefits of improved customer loyalty and increased sales.

Experian's Addressable TV features

Audience Targeting - OmniActivation™ helps advertisers execute true one-to-one campaigns across multiple channels based on first-party CRM data, Experian data, or a combination of the two. You can drag and drop data the data you want to use to define your audience, save your audience for easy access, quickly size your audience and understand how many individuals are in your audience.

Media Buying Flexibility - Marketers can opt to deploy those audiences through a preferred agency or existing digital partners. Or, Experian Marketing Services can help you target your audience across multiple channels including direct mail, online, mobile, TV and email, so you can coordinate a true cross-channel campaign.

Effective Campaign Measurement - We can measure the offline sales effectiveness of your addressable, omnichannel campaigns to glean insights, determine ROI, and improve future multi-channel strategies. We use robust closed-loop reporting that not only helps you measure the sales impact of your campaign, but also gives you insights to improve future marketing efforts.

Addressable TV advertising

How Addressable TV helps marketers

- Despite concerns over cord cutting, TV still holds the heart of most households, with a majority still subscribed to satellite or cable.
- 94% of adults watch some TV each week, with one in six watching over 40 hours in the same timeframe.
- Using Experian's 50+ years of experience in compiling consumer data, you can rely on the power of data to help inform TV ad buys that are targeted one-on-one, delivering custom ads to a household level using your customer data in conjunction with ours.

Use cases

Automotive Client: 26.2% Lift in model sales

Over the course of one month, a major auto manufacturer launched a DIRECTV campaign leveraging Experian automotive data and post-campaigns sales reporting. They focused on individuals in the market for a domestic pickup truck. In addition to a 26.2% lift in model sales, they also saw a 20.9% lift in sales for the brand overall versus control groups.

CPG Company: Increased target audience spend by 62%

After executing a quarter-long campaign to drive in-store sales, Experian was able to measure the impact of purchase behaviors for a major CPG brand. We defined their audience based on historical purchase behavior in a targeted campaign over three months. The target audience was 50 percent more likely to purchase the product group, and when they did, they spent 62% more on the brand's products than the campaign's control group.

Retail Company: 63% Sales Lift in Targeted Households

One of our retail clients worked with us to target valuable prospects using a custom model layered with geo data targeting households with kids aged 0 to six. After a two-month campaign, a higher percentage of the targeted audience purchased the advertised product resulting in a sales lift of 62.6% versus control.

Experian's Addressable TV is your partner in targeted television ad buys

Powered by OmniActivation, Addressable TV is the next generation of media advertising using superior audience targeting, media-buying flexibility, and closed-loop reporting to help you effectively measure the success of your campaign.

Our ConsumerViewSM and Audience Engine solutions can zero in on customers and prospects thanks to our expertise in data management, ensuring your media buy is tailor-made to your audience.

We collaborate with 100% of the household level TV operators and have connections with over 150 media partners, so you can choose exactly where you want your outreach to go. With a trusted name in data and information services for more than 50 years, we know how important your media spend is. Let us help you spend it wisely and effectively.

To make sure your next TV advertising campaign both addressable and measurable, contact us at experianmarketingsolutions@experian.com or contact your Experian Marketing Services representative.