

MarketingConnectSM

Connect the complex dots of identity resolution

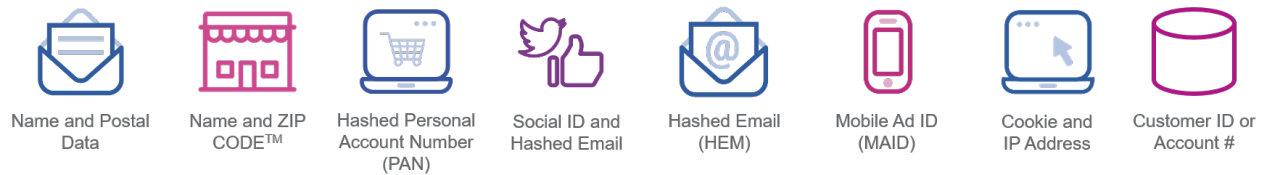
The ability to accurately identify consumers is the most basic prerequisite for marketing analytics, orchestration and execution. People engage with brands through a multitude of touchpoints – varying from social media, websites, email and in-store – and brands need to connect these touchpoints effectively to get a complete picture of customer behavior and the buying journey. Complicating matters is that digital consumers are known only by anonymous identifiers such as a cookie, mobile advertising ID, hashed email and IP address. As a result, it's becoming increasingly important for brands and marketers to link together disparate silos of identity to foster a more seamless and personalized omnichannel customer experience.

Introducing MarketingConnect

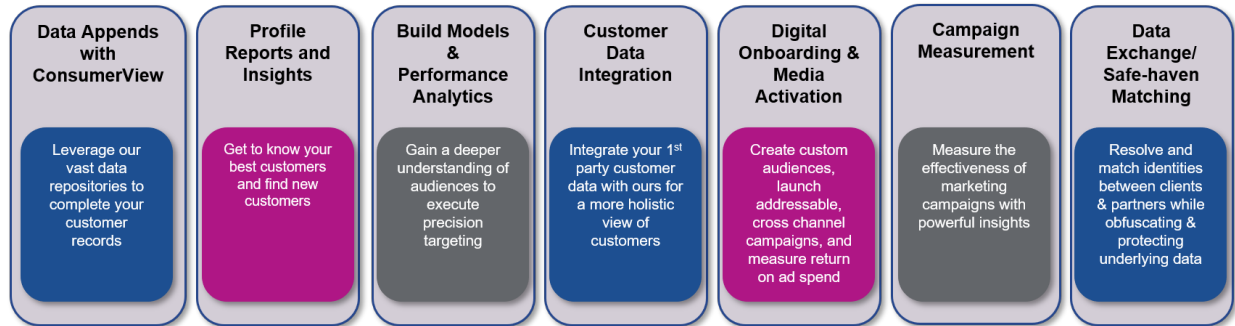
MarketingConnect is how Experian resolves identity for marketers. Whether you are an advertiser, media platform, publisher, data owner, or agency, MarketingConnect helps solve your identity problems. We leverage the Experian Marketing identity graph to deliver services that resolve your fragmented consumer identity attributes into a persistent form that powers your marketing activities. From appending demographic data to measuring multi-channel campaign results, and beyond, everything depends on a foundation of identity.

How does it work?

MarketingConnect leverages Experian's proprietary identity reference data and utilizes probabilistic and deterministic machine-learning algorithms to solve a range of identity challenges across platforms, channels and data types. We do this in a privacy-compliant, brand-safe manner. Using inputs of identity such as postal address, mobile ad ID and hashed email, we match, link, and resolve the information to an individual identity within Experian's secure systems, enabling people-based marketing for more accurate targeting, matching and measurement.



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How MarketingConnect helps marketers

Digital identity resolution

Consumers engage across a variety of digital devices including PCs, smartphones and connected TVs. Those devices provide a partial view of a consumer’s overall engagement. Experian’s digital identity resolution services link a consumer’s digital identity to their offline persona.

Data appends with ConsumerViewSM

You don’t need to know postal addresses to append data. Once MarketingConnect resolves fragments of known and unknown identifiers we can append ConsumerView demographic and behavior attributes, which help you build a more complete view of your customers.

Profile reporting & insights

Even with just fragments of identity data, MarketingConnect resolves the identities to known consumers which then enables the creation of Customer or Market Profile reports, providing you with deep understanding of known consumers and anonymous users.

Build models & perform analytics

MarketingConnect resolves identities which then enables modelling and analytics. Extend your audiences with lookalike or custom modelling using known consumer data. Create custom audiences that can then be activated in the channel of your choice.

Customer data integration

With proper notice and choice, accelerate your integrated customer views by obtaining persistent IDs that link Personally Identifiable Information (PII) identifiers and consumer behavior within your customer data management platforms and other customer-centric systems. Furthermore, you may choose to manage this linked data within Experian’s Customer Data EngineTM solution.

Digital onboarding & media activation

OmniActivation, Experian's holistic solution for audience targeting across digital and offline media channels, along with our Audience Engine platform, which enables marketers to build audiences, perform analytics and distribute audiences to online and offline media destinations, underpin the onboarding and media activation within MarketingConnect to help provide lift and accuracy to maximize your reach across media channels.

Campaign measurement

The ability to perform measurement across many different channels hinges on resolving identities and frequently employs several tactics. Being able to resolve a site visit, for example, so that it can be matched to an in-store purchase where only knowledge is available about the consumer who purchased requires advanced identity resolution. MarketingConnect is what enables Experian's Omnimpact and other measurement capabilities and does it in a privacy-compliant manner.

Data exchange, clean room, safe-haven matching

When you need help sharing your data with other partners and 3rd parties, MarketingConnect underpins our safe-haven matching processes. We resolve and match the identities that you and your partners supply. CrossWalk Engine is Experian's proprietary ID translation and data exchange solution. Once CrossWalk Engine resolves identities, we perform the required data sharing in a privacy-compliant and brand-safe manner where identities and underlying data are protected and only the required data is shared.

Why MarketingConnect?



Known Reference Data

MarketingConnect isn't just a software solution. We leverage real known consumer data to inform identity resolution. Our 50+ years of historical PII data and large sources of digital identity data allows us to continuously resolve identity. Our techniques allow you to recognize customers, regardless of the input data.



Persistent Identity

MarketingConnect produces persistent IDs. This persistency allows you to continuously link information to a single common ID. These IDs are a stable over time and provide you with the anchor IDs that are needed within your customer-centric systems.



Privacy & Compliance

Your data is of the utmost importance. We protect that data using systems that were designed with privacy and compliance by design. We do not share your data. To ensure privacy and brand safety, IDs that may be provided as part of our service are unique to you. When you ask us to share data between your partners and other parties, identities remain protected.



Speed & Scale

The products comprising MarketingConnect are built on pioneering big data technology, capable of process large volumes of data in short periods of time, either through automated batch or real-time APIs.

Why Experian?

With a trusted name in data and information services for more than 50 years, it's best to work with a company such as Experian, which is committed to the responsible usage and security of data. Whether you're a brand, agency, or publisher, Experian has the wide-ranging toolset to help you put people at the heart of your business and make better marketing decisions. By harnessing the power of the sum of these parts, fusing both offline and online identifiers and attributes, Experian has established a leadership position in identity management.

Ask your Experian representative for more details or contact us at (877) 902-4849 or experianmarketingsolutions@experian.com