

# OmnilImpact™

Measurement that moves at the speed of your data

Measuring campaign and channel performance is tough. Why is that? Because your customers move fast. From mobile apps to websites to stores, it's possible for people to transact with your brand from nearly anywhere. It's time you understand how your marketing campaigns are driving real business results. With Experian Marketing Services as your measurement partner, getting to the metrics that matter most to your business' bottom line has never been easier.

Experian's powerful measurement solution, OmnilImpact, enables marketers to quickly gain access to powerful insights. With a rich, interactive reporting dashboard, OmnilImpact tells a powerful visual story. These CMO worthy reports link sales to campaign viewing data and are available for nearly every channel.

Choose the channels you want to measure



OmnilImpact  
for Television



OmnilImpact  
for Digital



OmnilImpact  
for Email



OmnilImpact  
for Direct Mail



OmnilImpact  
for Automotive  
Experian North American  
Vehicle Database



OmnilImpact  
for Financial  
Experian  
Trade Data

With OmnilImpact, you don't have to go all in

We believe in a progressive measurement strategy, which means you can grow from one solution to the next depending on your comfort level. Not sure where to begin? Start by "closing the loop" and measure a single campaign within a single channel. When you're ready to add more campaigns and channels to the mix, we'll be ready to help.

- **Connect multiple worlds:** Solid linkage is key when connecting digital, TV, direct mail, and email campaign data with real world impact. You need to be able to connect a conversion to the device that was used to view your ad for accurate attribution. We can help with that.
- **Make big data manageable and actionable:** OmnilImpact reports, delivered via Tableau, are designed to illustrate actionable insights so you can evaluate success and recognize where you can improve - fast. With OmnilImpact you won't have to surrender to analysis by paralysis.
- **Add value with ConsumerView<sup>SM</sup>:** Experian's best-in-class data available to add more insight to your target, like who is responding and how to target the next audience with precision.
- **Start fast:** Standardized dashboards, pre-established methodology and easy access to campaign data helps marketers move fast when it's time to measure. We keep it simple, so you can focus on what matters and hit the ground sprinting.

## The power of data visualization

OmnImpact provides clients with actionable reporting with insights that pop. The flexible analysis also allows you to also pivot and query the results so you can dig even deeper. You can interact with and analyze reports, graphs, dashboards, and even export for your own data analytics and modeling needs.

### Key measurement questions

- Are you measuring performance for online and offline transactions?
- Are you gaining insights about your customers to influence future campaigns?
- Is your current analysis arming you with tactical insights to improve your marketing strategy?

“Digital media has created an expectation of accountability, tying media to business results. Experian reporting brings that same accountability to television and cross-screen campaigns. Together, we’re able to solve client problems. Experian’s Automotive Measurement Reports definitively prove our addressable video campaigns successfully drive business outcomes; whether that be an increase in sales, web traffic, foot traffic, etc.” — Lisa Kuchar, Cadent, one2one addressable

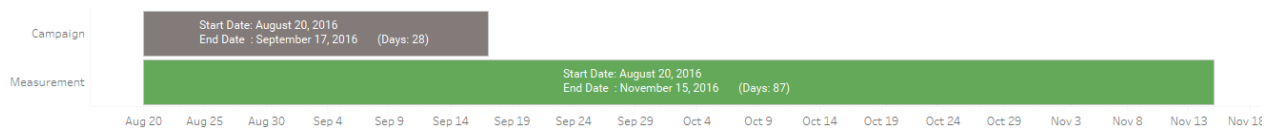


Brand Name  
Measurement Project Name

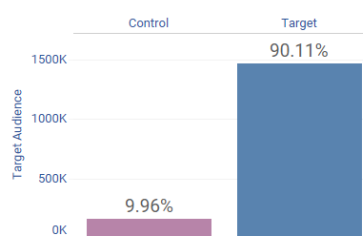
#### Objective

Drive customer in-store sales, influence larger carts by existing customers

#### Measurement and Campaign Dates



#### Reach



#### Lift Results

	Consumer Target
Incremental Buyers	496
Incremental Orders	1,019
Incremental Sales /k	\$467K

#### Spend

Campaign Group	Spend
Creative Offer A	\$20,000
Creative Offer B	\$10,000
Grand Total	\$30,000

#### Efficiency Results

	Consumer
Ad Spend	\$30,000
Incremental ROAS	15.57x
Cost per Incremental Buyers	\$60.48
Cost per Incremental Orders	\$29.45

Test Sum... Test Only    Transactio... Consumer    Target Seg.. (All)    Tail Test O.. Two Tail Test    Statistical .. All

Are you ready to start giving credit where credit is due? Ask your Experian representative for more details or contact us at (877) 902-4849 or [experianmarketingsolutions@experian.com](mailto:experianmarketingsolutions@experian.com).