



ConsumerViewSM

Insight on more than 300 million consumers and
126 million living units to improve your marketing campaigns



Learn how Experian's ConsumerViewSM database enables better segmentation for brands worldwide.

Leveraging precise consumer data for optimized campaign targeting

Experian's ConsumerViewSM database gives you the ability to leverage predictive insight to better understand and anticipate evolving consumer behaviors and channel preferences. As the largest and most comprehensive resource for both traditional and digital marketing campaigns available today — including data on more than 300 million consumers and 126 million households — ConsumerView offers core consumer data characteristics integrated with lifestyle, attitudinal, and purchase behavior. This combination results in the deepest and most granular insight into who your customers really are.

By leveraging ConsumerView, progressive brands around the world are more accurately targeting, segmenting and enriching their existing customer data to improve campaign response rates, strengthen brand loyalty and significantly increase revenue.

Gain access to an extensive database built on core customer attributes

The ConsumerView database combines data from a wide array of sources, including self-reported information, public records and historical retail purchases. When used separately or combined, these sources deliver a more complete and accurate 360-degree view of your customers. ConsumerView comprises the key identities, attributes and linkages necessary for superior data enrichment and customer engagement.

“Seeing the impact that ConsumerView data had on our ability to hyper-target individual consumers, it was a no-brainer for our client to pull the trigger and run the campaign.”

— Twenty-Ten

ConsumerView affords the types of insight that shape campaigns and drive results

Name, address, phone, email and digital identity



- In an average year, about 12% of household consumers move or file for change of address
- Stay in contact by using your customers' most current address, and target new movers for maximum marketing effectiveness
- ConsumerView contains 126 million households and 77 million catalog subscriber names, providing both online and offline purchase behaviors

Credit and purchasing measures



- More than one-third of the entire U.S. population has little or no credit. This untapped demographic segment represents more than 40 million households and 77 million American consumers
- Focus your marketing dollars on consumers with the most spending power
- ConsumerView contains 418 highly predictive selects from Experian's national consumer credit file at an area level

Digital behavior and channel usage



- Email is the most preferred digital messaging channel among all adults
- Find out what email address to mail to for optimal customer response
- Experian has over 500 million email addresses on file, accounting for multiple accounts per consumer

Life events and purchasing triggers



- New homeowners are an ever-renewing group of customers in the market for a wide range of new products and services
- Create timely marketing campaigns that reach new homeowners when they are most responsive
- ConsumerView contains data on 740,000 new movers each month

Support all your traditional and digital marketing needs

- **More accurate mailings** — Addresses are scored based on deliverability and go through full postal hygiene each month to ensure each message gets delivered.
- **Compliant phone campaigns** — All phone numbers are processed against the national Do Not Call master file bimonthly so you can call with confidence.
- **Targeted email lists** — More than 27 million email addresses are verified for prospecting and acquisition programs, helping to drive your acquisition strategies and build your customer base.
- **Digital data application** — Due to Experian's robust line-up of digital partners, ConsumerView data is not only available for various traditional marketing applications, but it is also available through DMP and DSP connects.



Purchased a
new home



Excellent
credit



OmniActivation™

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

With a rich history in consumer data management, marketing and intelligence, Experian Marketing Services is uniquely positioned to act as a neutral third-party matching partner for marketers and media companies.

The ConsumerView database is the largest and most comprehensive resource for offline and digital marketing campaigns available today. With this data powering OmniActivation services, marketers can coordinate campaigns across channels and leverage their own data to deliver the best message to their most valuable customers and prospects. The end result is an efficient, engaging cross-channel advertising strategy utilizing Experian's best-in-class data.

Privacy and compliance expertise:

Protect your brand and customer data while personalizing interactions that foster loyalty and a greater return on your advertising spend. We enable marketers to match deidentified target audiences to media partners in a privacy-compliant manner.

World-class data:

The use of Experian Marketing Services data, the best in quality and scale, as well as our superior linkage capabilities means your marketing message will reach the right target for your brand.

Flexible framework:

As a media-agnostic marketing services provider, Experian® can support your omnichannel strategy across both online and offline channels. With no need for SAAS integration, Experian Marketing Services' OmniActivation is a seamless addition to your current media buying processes and plans.

With more than 30 years of industry experience,
Experian provides innovative proprietary services
designed to maximize impact and benefits to our clients.

Customize an unprecedented breadth and depth of data to meet specific business needs

Not all businesses have the same targeting goals. With more than 1,000 data elements per record, ConsumerView allows businesses of all sizes to meet diverse industry needs and customize communications based on the consumer attributes that impact buying behaviors the most — from basic demographics to sophisticated psychographics.

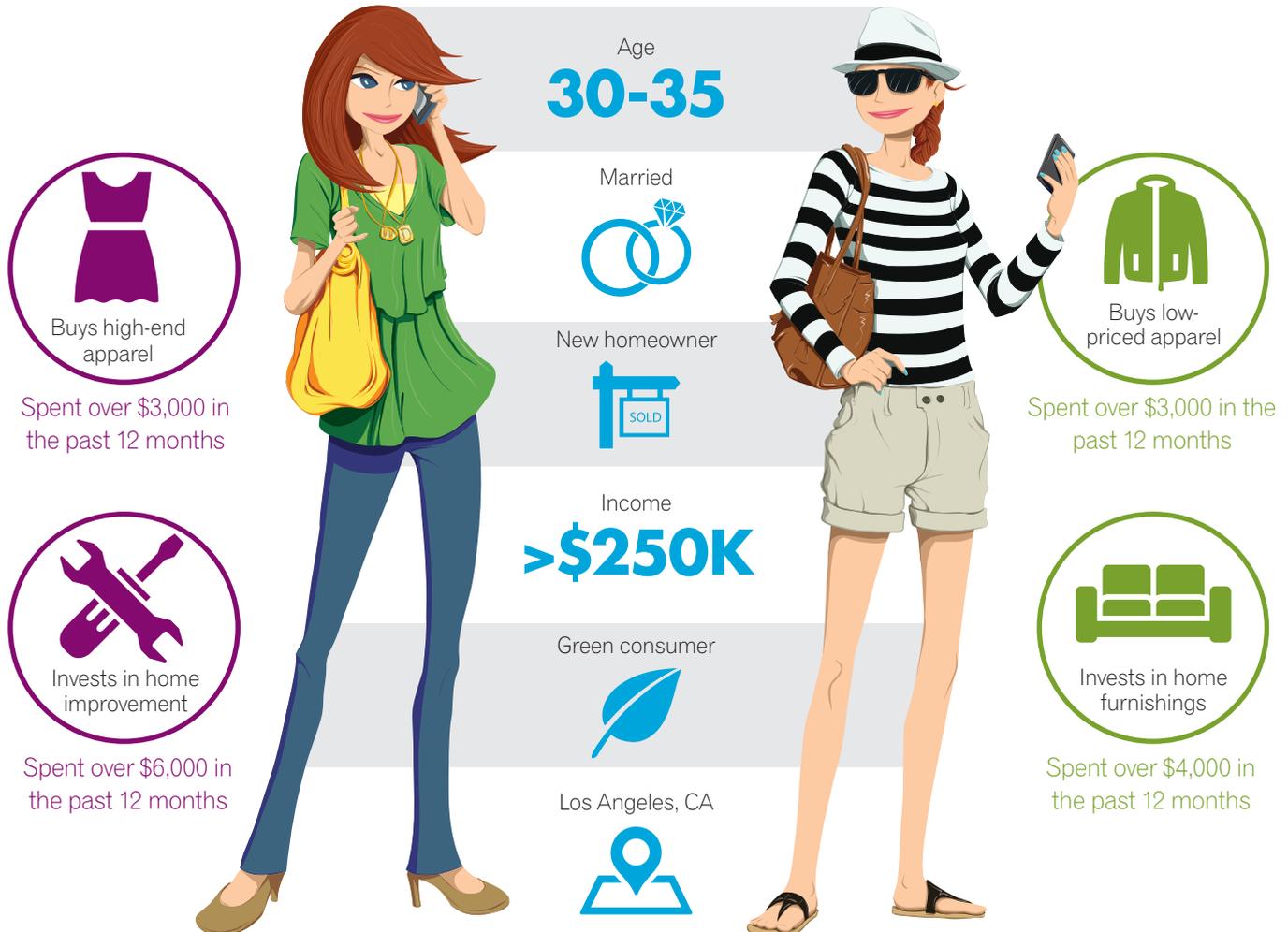
- **Attitudinal and Behavioral** — Discover the attitudes, values and motivations that drive the decisions of your customers, including online or offline mail-order buyers, frequent travelers and prescription drug users.
- **Life events** — Leverage the major life events that trigger consumer buying decisions and lifestyle changes to connect with proven actively spending prospects, such as new movers, new homeowners or new parents.
- **Analytics** — Accurately predict future behaviors and identify likely responders and buyers by leveraging analytical tools that integrate consumer identification, verification and scoring to identify your most responsive and profitable consumers.
- **Applications** — ConsumerView allows for faster and better marketing decisions. Experian has made it seamless to enrich, identify, or segment your target market then activate the data in the traditional and digital space. Experian has strong relationships with a vast array of digital partners that enable you to interact with consumers in every channel they engage.



ConsumerView contains weekly data on 51,000 new homebuyers

Recent homebuyers purchase more products and services in the first six months after moving than an established resident spends in a two-year period. Leverage the major life changes that trigger consumer buying decisions and lifestyle events to connect with proven actively spending prospects.

A 360-degree view of consumers powered by transactional and behavioral data



Customer A

Customer B

Receive the most accurate and reliable marketing information in the industry

The ConsumerView database, offering coverage on 95 percent of U.S. households, is the most comprehensive and accurate resource for both data enrichment and list services available today. With access to such a broad universe of consumers, you have virtually unlimited options for prospecting, profiling and modeling.

Superior testing and processing to ensure the highest data quality

Experian® employs a rigorous process that includes the application of proprietary models, data from hundreds of sources and proven algorithms to ensure that only the most deliverable addresses and accurate data elements are housed within the ConsumerView database. Tests ranging from first-class mailings, syndicated research matching, third-party telephone validation and also are used to regularly ensure data accuracy.

- **Process control** — Standard routines and steps are applied for processing updates, producing reports, editing data and disseminating status to the user community
- **Statistical quality control** — Experian employs rigorous quality control measures and trending for all input and update processes. Experian also uses proprietary models and algorithms to ensure only the most deliverable data elements are on the ConsumerView database. Confidence codes and source ranking allows us to retain and provide the most complete data of the highest quality
- **Detail-level measurement** — Random samples of updated records are compared at the name and address levels, monitoring changes applied through the update process

The most accurate household data for more precise targeting

While traditional methods of determining household makeup rely solely on identifying individuals with the same surname at the same address, ConsumerView goes a step beyond by establishing a living unit structure that recognizes:

- Different surnames in the same family
- Roommates and living partners
- Group quarters (i.e., fraternity houses)

Permanent record identification to keep in touch with today's transient consumers

By attaching a unique, permanent identifier to each consumer record, ConsumerView provides a stable and consistent repository to maintain contact with consumers wherever they move.

Compliant with all legal and ethical standards for confidence in marketing execution

As a leader in the direct-marketing industry, Experian implements stringent values-based practices that govern the acquisition, compilation and sale of its consumer data to ensure compliance with legal guidelines, careful screening of data sources, ongoing internal audits and appropriate consumer notice and choice.

NEW HOME BUYERS

who purchased a home in the last 12 months are:

↑4.14X
more likely
to purchase a refrigerator



↑2.26X
more likely
to purchase
a patio grill

↑2.26X
more likely
to purchase a water purifier,
conditioner or filter



↑3.92X
more likely
to purchase a walking
lawn mower



↑3.52X
more likely
to purchase hand-held tools



For more information on ConsumerView, contact your local Experian Marketing Services sales representative, email targeting@experian.com, or call 844 747 1667.

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Intelligent interactions.
Every time.

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