

# The Experian **Marketing Suite**

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Intelligent interactions. Every time.





Experian Marketing Services intelligently brings brands and customers closer together through the world's most flexible and comprehensive cloud-based marketing platform.

Built from the ground-up leveraging 30 years of data-driven global marketing expertise, Experian's customer identity, analytics and cross-channel marketing technologies unite to form the Experian Marketing Suite.

## Experian Marketing Suite

### Identity Manager



Know who your customers are regardless of channel or device.

### Intelligence Manager



Know where and how to reach your customers with the most optimal messages.

### Interactions Manager



Create and deliver exceptional experiences, every time.

**Learn more at [experian.co.uk/marketing-services](https://experian.co.uk/marketing-services)**

Consumers don't just want a great experience — they expect it. They access information, share their brand experiences and make purchase decisions in more channels, on more devices and faster than ever. This is both a challenge and an opportunity for marketers.

## Brands that put the customer at the centre of everything they do will be the ones who win.

To engage intelligently and in real time, smart marketers will arm themselves with deep insights to make more informed decisions about who to target and in what channels, and how to engage their customers with the most optimal and relevant messages across all customer touch points.

This intelligence will be the differentiating factor between one brand and another in the mind of the consumer.

Now, the technology to discover and act on these insights on demand, within a single platform, is within reach.

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The Experian Marketing Suite gives marketers the power to put the customer at the centre of their strategies and deliver exceptional brand experiences, **every time.**

No one knows your customers  
the way we do.

INSIGHTS ON  
**2.3 BILLION CONSUMERS**  
AROUND THE GLOBE

# The Experian Marketing Suite



# Create and deliver intelligent interactions, every time.



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## Identity Manager

**Know who your customers are regardless of channel or device.**

- Customer data quality
- Cross-channel identity resolution
- Single customer view
- Identity authentication and verification



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## Intelligence Manager

**Know where and how to reach your customers with the most optimal messages.**

- Data enhancement and insights
- Audience creation
- Predictive and real-time decisioning
- Testing, reporting and analysis
- Marketing attribution



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## Interactions Manager

**Create and deliver exceptional experiences, every time.**

- Ad and message orchestration
- Campaign management
- Real-time execution
- Audience activation

“Experian’s data, analytical insight and consultative approach can really support us in ensuring we are customer focused”

“Service from the Experian Marketing Services Team is second to none and we feel like a valued customer. We are very happy to be associated with Experian.”

“Experian’s analysis, strategic thinking and tactical deployment have been invaluable. They are an integral part of our business”

When I think about Experian Marketing Services, I’m delighted. In terms of the fit into our organisation, it’s fairly seamless and that’s been wonderful. Our account team might as well be our internal team or CRM. They are so well versed in our business. They know it better than I do on a number of occasions!

**Standard Life**

The **co-operative**

*Boden*





We're proud to help some of the world's most recognisable brands intelligently engage their customers.

*Walgreens*



COMEDY  CENTRAL

 **GIANT TIGER**  
your saveoneverything store 

**SIRIUS**  **XM**  
SATELLITE RADIO

 **Carnival**



 **DELTA**

 **Virgin** money

  
WILLIAMS-SONOMA, INC.

*Neiman Marcus*



**WESTERN UNION**  
moving money for better

 **Allstate**  
You're in good hands.

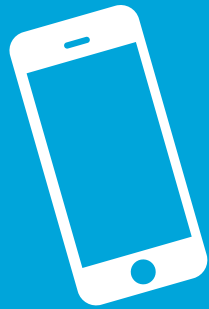
**SAKS  
FIFTH  
AVENUE**

More than 10,000 clients  
**IN 30 COUNTRIES**

Happy customers.  
Happy brands.  
**Every time.**

On any given day, anywhere in the world, Experian Marketing Services' clients and team members can be found together sharing ideas, solving problems and moving marketing forward. Whether at large-scale events like our annual Client Summit, to intimate roundtable discussions, to one-to-one planning meetings, we strive to create a community dedicated to knowledge sharing, connections and fun.

# Join us and learn more



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**Intelligent interactions.**

**Every time.**

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