Experian™
Marketing Services

Integrated email marketing

Experian Marketing Services helps the world's top brands seamlessly interact with today's dynamic, empowered and hyperconnected customers. Supported by the industry's highly acclaimed professional services team [1], Experian Marketing Services' cross-channel marketing platform enables marketers to effectively plan, execute, optimise and manage email marketing programmes that connect and engage customers, while empowering them to be vocal brand advocates.

Campaign execution and management:
Propel your interactive marketing with relevant, timely and optimised email messaging.

Feature	Description
Campaign types	Set up, deploy and manage bulk, series or real-time triggered emails from an intuitive drag-and-drop user interface. Supported email programmes include: • New subscriber series • Abandoned cart messaging • Remarketing/Web browse • Email a product • Lifecycle programmes • Transactional messages (order/shipping confirmation) • Event-based triggers (birthday, anniversary, loyalty) • Re-engagement of inactive subscribers • New purchaser emails (thank you) • Coupons • Replenishment programmes
Event-triggered emails	Trigger the delivery of email campaigns based on customer interactions captured across any channel. Create automated processes that require no intervention to respond and interact with recipients.
Date-calculated campaigns	Schedule the deployment of a campaign for a single date or in hourly, daily or monthly intervals, at which time the filter for the campaign will be run.
Campaign calendar	View every campaign in the system on the day(s) it is scheduled to be delivered or has already been delivered.
Cross-channel content library	Build campaigns efficiently with a customisable library of reusable content that can be easily inserted into mailings.
Personalisation	Easily insert a value, from any field of a table in the relational database, into message content for any channel.
Dynamic content	Marry channel agnostic business rules (filters) and content to create highly customised versions of messages and deliver those messages in any channel.
Nested content	Create content containing chains of business rules and automatically send preformatted messages in any channel from a single location.
Device- and channel-specific optimisation	Automatically render messages for desktop browsers, mobile browsers and iPhones®, as well as versions of content that can be shared to social networks like Facebook or Twitter.
Preview	View an in-browser representation of your message content prior to launching campaigns, including versions of dynamic content and versions optimised for specific channels and devices.

Proofing	Deliver sample messages to test all the components of an email campaign, including versions of dynamic content.
Make changes	Ability to suspend a campaign while making changes and then resume after changes have been made.
Notification groups and alerts	Create and manage notification groups that receive alerts when important system events have occurred, such as campaign completions, campaign errors, import errors and export completions.
Global language support	Store all campaign assets in Unicode to support and send messages in any language.
Field marketing	Empower geographically dispersed sales and field marketing representatives to deliver consistently branded and measurable, yet highly personalised, emails to local clients and prospects through their own user interface.

Filtering and targeting

Feature	Description
Multicriteria filters and nested queries	Create sophisticated data-driven business rules that define campaign audiences, triggering and dynamic content. Filters are not static lists. Rather, logic can be used across campaigns and channels to select the most up-to-date group of records from the database each time a filter is used in a campaign.
Waterfall statistics	View how many records are included or excluded in a campaign audience as a result of each piece of logic stored in a filter.
Marketing pressure management/frequency capping	Create filter logic based on any subscriber activity, including sent campaign history. Limit communication to subscribers based on message frequency across channels, campaigns, tags and more.
"To address" hygiene	Automatically "cleans" a campaign's audience by removing any records that do not have a valid email delivery address, including bounce-backs and opt-outs.
Seed lists	Select a list of addresses that will bypass all exclusions and restrictions to be included as a part of the audience in a campaign.
Exclusion lists	Select a list of addresses that should be removed from the campaign audience.

Reputation, hygiene and deliverability

Feature	Description
Bounce handling	Automatically cleanse your database of invalid email addresses, according to Internet service provider (ISP)–specific, persistent bounce thresholds.
eDelivery tracker	Include a seed list that will be delivered to the major consumer ISPs and business-to-business email servers to gauge how well the message was received by the ISPs.

Testing

Feature	Description
Cells and splits testing	Test email components — subject line, message body, timing and from name/address — as well as email messages versus messages in other channels.
A/B tests	Determine a remaining audience segment to automatically receive the winning version of a tested email campaign.

Social integration

Feature	Description
Social buttons	Easily include "Like" or "Share" buttons to allow recipients to post to their personal social media accounts.
Facebook Connect	Link end users' Facebook identities to their customer profiles through Facebook Connect and create acquisition forms to collect emails through Facebook pages.

[1]The Forrester Wave: Email Marketing Vendors, Q1 2012

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