

# Integrated email marketing



## Propel your interactive marketing with relevant, timely and optimised email messaging

As one of the most highly regarded email service providers in the industry, Experian Marketing Services helps the world's most recognisable brands intelligently interact with today's dynamic, empowered and hyperconnected customers.

For over a decade, global brand leaders have relied on Experian Marketing Services to optimise their email marketing programmes and leverage email as a channel to deepen customer loyalty, strengthen brand advocacy and maximise profits.

Sending more than 10 billion email messages a month and backed by the industry's highly acclaimed professional services team <sup>1</sup>, Experian Marketing Services' integrated email marketing technology is built to support programmes of any size and sophistication. Only Experian Marketing Services brings marketers the scale and flexibility required to effectively engage in modern cross-channel customer interactions.

**With Experian Marketing Services' integrated email marketing, you can:**

**Increase campaign effectiveness with advanced targeting and audience selection**

- Develop a thorough understanding of your customers through integrated data and Experian Marketing Services' deep consumer insights
- Find your best customers and select your campaign audience based on any data attribute, including customer behaviour, channel preferences, lifestyle, psychographics and demographics
- Create highly targeted and customised email campaigns efficiently, with reusable dynamic content that can be applied across channels and easily inserted into mailings



### Deliver timely, optimised interactions with real-time automated decisioning

- Easily set up and deploy bulk, series or real-time event-triggered mailings
- Immediately leverage integrated customer data and real-time behaviors and responses to drive more timely and relevant messaging
- Create trigger-based email marketing programmes that require little to no intervention to intelligently interact and engage with customers

### Increase email engagement and campaign reach with cross-channel integration tools

The role of the email marketer has changed. As email strategies often act as connectors to other channels, email marketers must now be equipped with the tools necessary to carry their message beyond the email channel.

- Easily insert social sharing functionality or even stream live content, such as a Twitter feed, into any email message
- Optimise emails for viewing on mobile devices
- Drive email audiences to Web forms and pages, and automatically update customer profiles with social data using Facebook Connect
- Retarget email audiences or amplify your email reach via other channels, such as social, mobile, display or print

### Protect your reputation and ensure your messages get into the inbox

You continually work hard to separate your brand from the pack. We do the same with your sender reputation.

- Flawlessly execute your most optimal deliverability strategies with proprietary technology that includes:
  - IP-based and cryptographic authentication, such as SPF, DKIM, DMARC, etc.
  - Client-specific, dedicated IP networks
  - Deliverability reporting and inbox monitoring
  - Real-time reputation management reporting
  - Abuse complaint feedback loops
  - Unsubscribe tools
- Ensure the validity of email addresses in your database with Experian's email address verification services

### Want to get started?

For more information on how to deliver coordinated and intelligent email marketing interactions, please visit our Website at [www.experian.co.uk/marketingservices](http://www.experian.co.uk/marketingservices) or call us at +44 (0) 1932 422 300



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