

Data and insight for cross-channel target marketing



Define, target and engage your customers across channels to drive acquisition, loyalty and growth

49.6 million*

UK postal names and addresses



84% (41.6m)

of individuals are prospectable



consumers with one or more **email address**

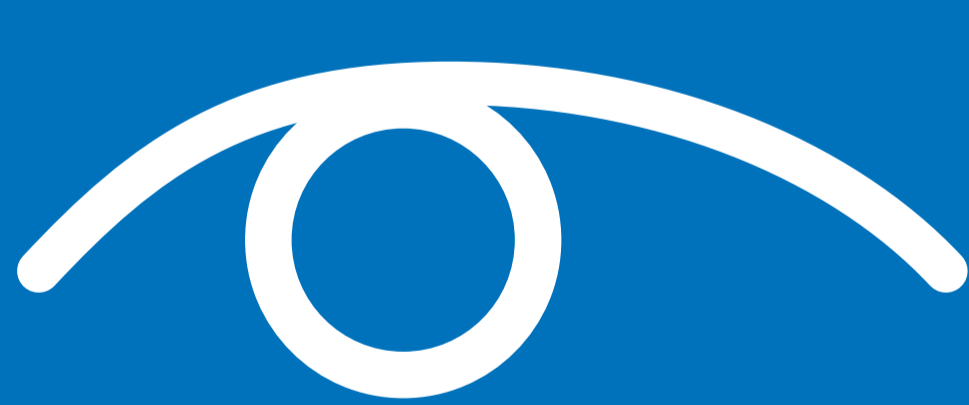
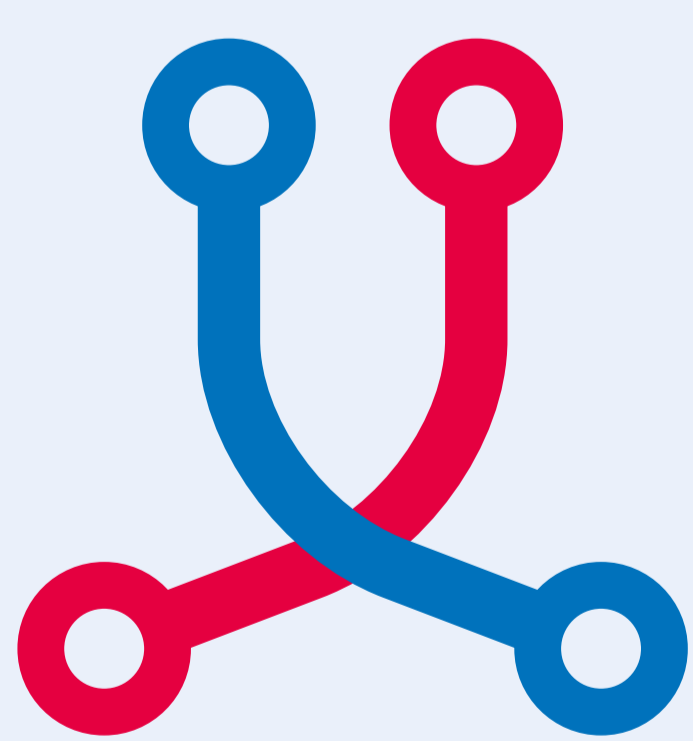


demographic + credit attributes, consumer + financial propensities

20**

MILLION MOBILE NUMBERS

Online and offline data linkage



0.008 seconds

Real-time access to social demographic insight – **for web personalisation in the blink of an**



Multi-channel addressable database rebuilt **every month**

experian.co.uk/b2c

*49.6m UK postal names and addresses, 41.6m prospectable
– Experian ConsumerView UK, May 2012

**Over 20 million mobile numbers
– September 2012



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