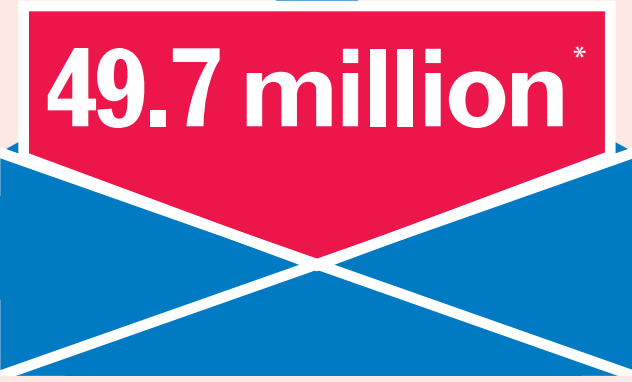


Data and insight for cross-channel target marketing



UK
postal
names and
addresses



85% (42.3m)

of individuals
are prospectable



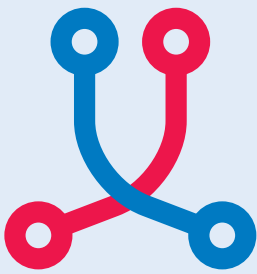
email addresses



500
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 eye**



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

experian.co.uk/b2c

*49,669,636 UK postal names and addresses, 42,263,204 prospectable
– Experian ConsumerView UK, December 2012



@ExperianMktgUK