

Audience Extension

Joining the dots between devices

In today's digital world, people have more devices than ever. For brands and marketers, this makes it even harder to communicate consistently.

How can Audience Extension help?

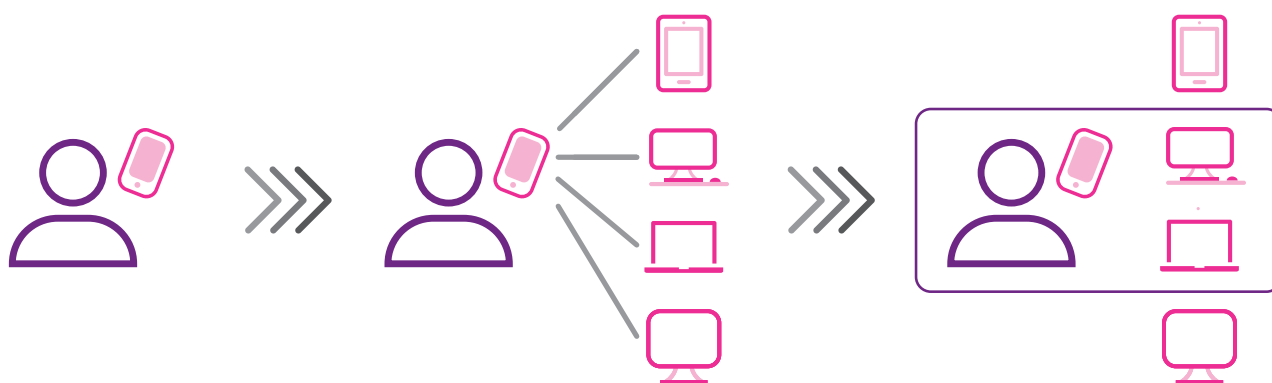
Audience Extension allows marketers to reach more devices that belong to their consumers. These additional devices can be used to extend brand reach and direct marketing activity, such as retargeting, to the best-suited device. They can also be included or excluded as required, enabling marketers to personalise their messages to the individuals behind the device.

For example, when a device interacts with your website you may want to know whether the consumer behind the device is relevant for remarketing or whether they shouldn't be contacted. However, to successfully remarket

to each consumer, you need to know what device they are most active on - and most responsive to - to help you communicate your message more effectively.

How does Audience Extension work?

Audience Extension is based on Experian's proprietary device clustering capabilities. Experian clusters devices at the household and individual level based on declarative matching and big data techniques. Using Audience Extension, brands can find all the devices that are associated with any given device or audience, and treat them similarly.



Unknown person visits website on device

Audience Extension identifies related devices

Market to person on relevant devices

Benefits



Increased pool of devices

Audience Extension expands audiences through individual and household connections, finding more channels to reach the prospect behind a device.



Smarter audience capabilities

With extended audiences you are able to drive more effective digital advertising campaigns, particularly when applied to exclusion and retargeting methods for connected devices.



Improved customer experience

Audience Extension ensures a more consistent and relevant consumer experience across all devices, allowing the same insights to be activated across any device simultaneously.

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