

Bespoke Audiences

Using Experian data to more accurately reach your consumers

Most brands use first party data to communicate with their audiences. It's accurate and holds valuable insight into the behaviour of their consumers, for example their intent to purchase and where they are in the product lifecycle. However, first party data doesn't always offer a complete customer view, especially when it comes to prospects.

Experian data

Experian data can help you communicate more effectively with your prospects and customers by drawing a more complex picture of their preferences and eligibility. For example, someone may be interested in luxury cars, but depending on factors such as household income, they may not be eligible to purchase. With Experian data, you can draw more meaningful conclusions about your consumers which can help you focus on the most relevant and eligible customers, saving time and money in the long term.

How can Bespoke Audiences help?

We can build customised audiences with real, actionable data across many verticals and demographics, delivering them through our digital partnerships. Experian data is widely used to provide deep understanding and insight into your audience pool at both customer and prospect stage. With Bespoke Audiences, you can activate that insight by building audiences that match your requirements across a larger pool of consumers. You're also not limited to just one walled-garden.

With a data pool of over 50 million consumers and over 500 segmentation variables, Bespoke Audiences can create segments that match specific criteria before being distributed consistently across a range of marketing channels.



Bespoke audience:
Young female professional



Specific criteria required:
Urban professional
Rents luxury property
High disposable income (2k+)
Enjoys luxury living
Brand conscious
Reads Vanity Fair



Data recommendations and channel activation:
Social media
Programmatic display
Addressable TV

Bespoke Audiences

Personalised messages



Invest in high quality data to give customers the experience they deserve. Understanding the granular details means they benefit from much more meaningful messaging, which can also improve brand perception.

Omnichannel approach



Activate the same audience across several channels to gain insight into what channels your customers are most responsive to. This helps you reach your audience more effectively while also improving media spend budget allocation.

Improved campaign performance



Access more data while spending less time and budget on ineligible customers or those that have already converted. In doing so you can focus on the most relevant customers, which can help decrease CPA and increase revenue.

How can you or your agency access these audiences?

We can make Bespoke Audiences available to you when you need, wherever you need, either on your Facebook or addressable TV account, or through your DSP.

To find more about **Bespoke Audiences** contact us:

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