

Audience Insights

Using the power of Experian data to personalise website experiences

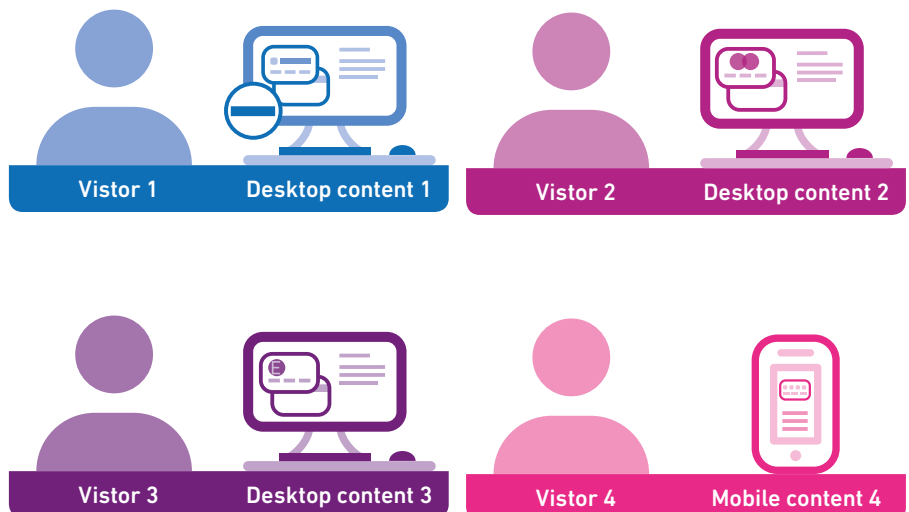
Hundreds of the UK's leading brands use Experian data to analyse and customise when, how and what they communicate to their customers and prospects. Most brands manage this across traditional marketing channels but many struggle to personalise the experiences they deliver to web visitors.

Only **28%**
of marketers currently
personalise their
onsite experiences*

42%
of marketers say that this
is because they are unable
to easily access data

25%
of marketers say their "one
marketing wish" is to be
able to tailor personalisation
more accurately and
more consistently

When a visitor lands on a website, especially for the first time, the site owner typically won't know much about them. Consequently, marketers have found it difficult to optimise the content of their pages to reflect those consumers' individual needs and preferences, leading to missed engagement opportunities, generic and often irrelevant user journeys, and a worse experience than those consumers get elsewhere on the web. These missed opportunities lead directly to lower conversion rates, lower revenue per visitor and brand disengagement.



*Source: Experian's 2018 Digital Marketer Report

1: How Your Customers' Expectations Have Changed in the Age of the Customer, Salesforce.com: <https://www.salesforce.com/blog/2017/07/customers-expectations-in-age-of-the-customer.html>

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75%
of consumers expect
consistent experiences across
multiple channels...

and **73%**
are likely to switch brands
if they don't get it.¹

Gathering and applying meaningful data can take a long time – sometimes not until a consumer has completed their transaction – by which point it is too late to have provided a relevant, personalised experience.

Audience Insights solves this problem by bringing the full range of Experian consumer marketing data online, giving marketers actionable data and insights about their customers and prospects from the very first time they land on an app or website. With this data, marketers can immediately optimise their content and gain a more complete view of the consumer journey, extending their engagement optimisation strategies across their digital assets.

Optimised user experience



Access to the full range of Experian segmentation products also gives marketers access to previously defined custom segmentations. This data can be applied instantly to optimise the user experience for website visitors.

Consistent engagement



With Audience Insights, the same data sets can be used throughout the consumer journey, from prospecting to site optimisation and beyond, ensuring consistency throughout the engagement funnel, whether it takes place online or offline.

Rich data insights



Experian data can be used to provide meaningful insights on possible first-time site visitors, including information on how they engage with a website. This data can be used to identify areas for improvement, allowing marketers to improve pain points.

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