



Experian Digital Media Managed Service

Service Description

The Experian Digital Media Managed Service provides the Client with Online advertising campaign management, leveraging Experian Data in conjunction with Client Data and/or third party data as applicable, in accordance with the Client's media buying brief ("**Brief**") and instructions.

The Digital Media Managed Service may include any or all of the following:

A- Campaign Strategizing:

1. Digital media plan for the Client's approval ("**Media Plan**").
2. Analysis of the relevance and usefulness of new digital resources (e.g. new DSPs, social platforms or media platforms) and the formulation of new digital media plans for the Client's approval.
3. If required, fact finding analysis which identifies the common characteristics that form the Client's customer base ("**Profile IQ**"). The Profile IQ service may be subject to an additional fee.

B- Campaign Execution and Reporting:

1. Set-up the campaign, in accordance with the Media Plan, within the third party media platform(s) ("**Media Platforms**") that Experian considers appropriate. Experian shall endeavour to run the campaigns within the agreed time frame.
2. Build digital audiences for campaign targeting. Noting that custom audience modelling and build may incur an additional cost.
3. Periodic customised reporting with the option of daily (within working days) topline statistics (general cost, CPM etc..) required by the Client and agreed by Experian.
4. Periodic calls with the Client to discuss the Client's needs and the campaign execution.

The Provision of the Experian Digital Media Managed Services is subject to the following Client dependencies:

1. Cooperate with Experian and respond to any requests by Experian or the Media Platforms in a timely manner.
2. Comply with the terms of the Digital Media Managed Service Agreement.
3. Ensure that the Client's agencies and suppliers cooperate fully with Experian.
4. Implement the pixel provided by Experian on the Client website(s) to collect performance measurements if required. Should the pixel fail to perform, Experian will endeavour to provide the Client with telephone or email support, subject to the Client providing a technically qualified person to follow Experian's instructions and provide a clear explanation of the issues related to the pixel. In the event the Client wishes to use third party tracking, the Client must supply the links or parameters to use in the URL such as Google analytics. Should there be any discrepancy between the third party measurements and Experian measurements, Experian measurements shall prevail.
5. The Client to provide Experian with:
 - A clear Brief;
 - All approvals and instructions within the requested timeframe; and
 - All information and materials necessary for the campaign or as requested by Experian. The Client shall further ensure that any such materials and information are accurate and comply with the Media Platforms and Experian's specifications and requirements.