



Helping retailers intelligently
interact with their customers

 **Experian™**
Marketing Services

How do you drive retail marketing in a complex world?



Delivering simple and exceptional customer experiences in a complex world may seem complicated but Experian can show you how to create intelligent interactions centred on your customers.

To see what this simplicity looks like for your customers – we'd like to introduce you to Lucy. She personifies a customer journey; she represents the attitudes, lifestyle and behaviour of one ideal customer. We want to know her better.

We want to know who Lucy is across all the channels and devices she uses.
We call it **IDENTITY**.

We want to know where Lucy is, the best ways to reach her and the messages that move her – something we call **INTELLIGENCE**.

And with **IDENTITY** and **INTELLIGENCE** we can deliver exceptional experiences – every time. Something we call **INTERACTIONS**.

Her path to purchase isn't always predictable or preferred, but rather driven by convenience. This puts responsibility on marketers to ensure that they interact with her in meaningful ways as she moves seamlessly between channels and devices.

In a snapshot of her daily life — Lucy doesn't think in terms of channels. To her, life is a rich journey and she has a number of ways to find information, to source and buy products.

Experian want to ensure that Lucy's needs are met because her favourite brand knows: their customers across channels and devices; how and where to reach them; and how to translate this insight into personalised and exceptional experiences.

We want to know who Lucy is across all the channels and devices she uses. We call it IDENTITY.

Retailers face an almost unique challenge from their customers, your ideal customers expectation of your brand is higher than it has ever been and the proliferation of channels means the landscape and possibilities for interactions are endless. As retailers look to improve customer understanding to achieve a competitive advantage, collating a clear picture of customers and prospects becomes a key business priority.

The collection of accurate contact information across multiple and varied touch-points and the addition of insightful referential datasets is crucial for informing clearer decision making. Customers expect their favourite retail brands to know who they are when they are in-store, in app, on social media and online. This 'challenge' gives retailers an opportunity to delight and improve loyalty with customers by making life easier for them – reducing the duplication of data entry, data errors and knowing your customer - wherever they are.



IDENTITY

Know who your customers are
regardless of channel or device

Customer data quality
Cross-channel identity resolution
Fraud check



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Your perfect customer is out there, ready and willing to engage with your brand – but how can you find her?

Experian Marketing Services customer segmentation and targeting tools reveal the demographics, attitudes and behavioural characteristics of customers. Now retail marketers can segment audiences and customers and get to know them as 'segments of one'.

Customers are no longer a statistic, but real people who you understand with detailed insight into the brands they prefer and the ways they like to shop and consume marketing information.

It's unparalleled insight into consumer behaviour across channels that maximises the effectiveness of marketing communications.



INTELLIGENCE

Know where and how to reach your customers with optimal messages

Data enhancement and insights
Audience creation
Predictive & real-time decisioning
Testing, Reporting & Analysis
Marketing attribution



What we can tell you about your ideal customer.

Reveal the person behind your data with rich insights that will help bring you closer to them.

Lucy



Jon



Clare



She's 27 years old, earns £25,000 a year and loves eating out. She enjoys browsing fashion apps but prefers to purchase in store and tweets her retail experiences with an instagrammed selfie of her new look.

He is 45 years old, earns £35,000 a year and spends the majority of his online browsing time reading online reviews. Price conscious but not willing to compromise on quality he is a prolific user of offers and discounts.

At home mum of three with a household income of £60,000. Clare has moved to a market town from the city centre recently so does the majority of her shopping online or in department stores. She is busy but stylish and her purchases are led by the magazines she subscribes to.

And with IDENTITY and INTELLIGENCE we can deliver exceptional experiences –every time. Something we call INTERACTIONS.

Once you know who your ideal customer is how do you communicate with them to ensure they become a loyal, engaged brand advocate?

Customers tend to be channel agnostic — they don't care where they find your messaging — which means you need to have a flexible and responsive approach to engagement.

At Experian Marketing Services, we ensure that your messaging is wherever your customers are. Cross-channel engagement is the modern marketing reality — today, piecemeal approaches aren't enough. Success depends on optimising every single channel and ensuring that each supports and integrates with all the others.

Individual channels are jigsaw pieces that need to fit seamlessly together into a bigger, cross-channel picture.



INTERACTIONS

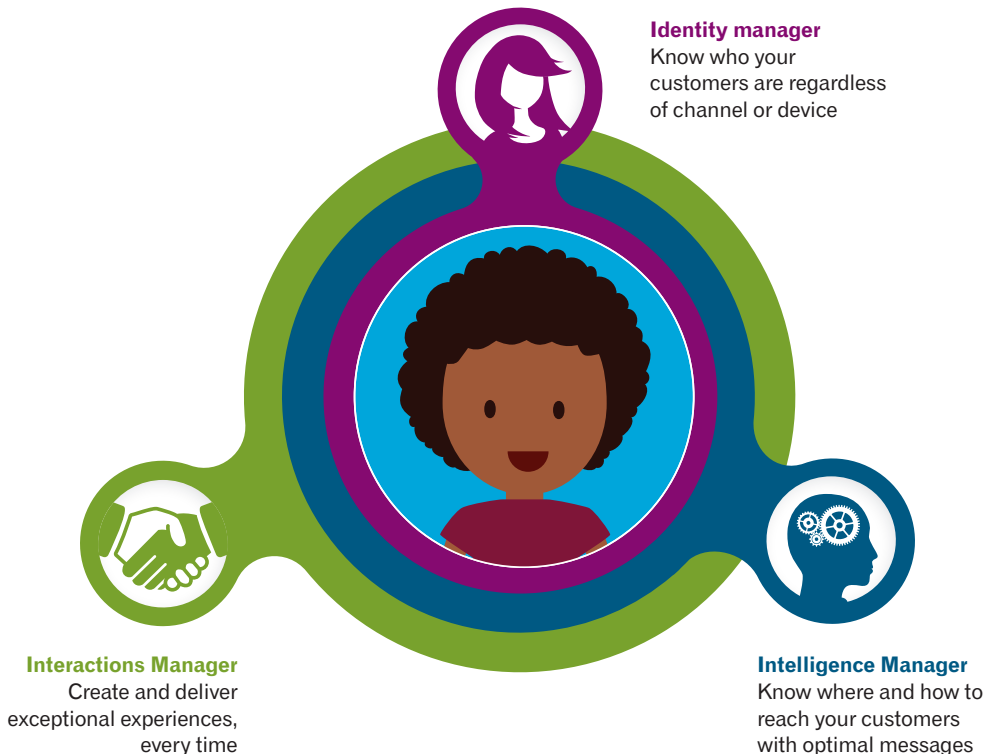
Create and deliver exceptional experiences, every time

Ad and message orchestration
Campaign management
Real-time execution
Audience activation

- Tailoring offers and incentives – by understanding that your customer is a time poor mum of two you can promote click and collect and one click checkout options over social sharing and 'lookbook' features.
- Adding value when and where she needs it to improve loyalty – as you build up a richer picture of customers you can anticipate their individual needs and how they will change if their lifestyle changes
- Moving seamlessly between channels – Order confirmation by email, delivery notification by text message and invite to a VIP event by direct mail. Deliver the right message effectively across channels for better engagement

The Experian Marketing Suite

The Marketing Suite is a flexible and comprehensive end-to-end marketing solution that enables you to create and deliver exceptional customer experiences, drive acquisition and increase loyalty across any channel and device. We're doing things others only talk about.



The Experian Marketing Suite brings together IDENTITY, INTELLEGENCE and INTERACTIONS – for marketing simplicity in a complex world. Talk to us today to discover how you can deliver exceptional retail experiences for your Lucy – every time.

Learn more about the Experian Retail Marketing Community at www.experian.co.uk/retail-marketing, or we'd be delighted to hear from you on 0115 968 5013.

Experian Marketing Services

7 Old Town
Clapham
London
SW4 0JT

George West House
2-3 Clapham
Common North Side
London
SW4 0QL

The Sir John Peace Building
Experian Way
NG2 Business Park
Nottingham
NG80 1ZZ

Building One
The Heights
Brooklands
Weybridge
KT13 0NY



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Intelligent interactions.

Every time.

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