Experian™
Marketing Services

Integrated social marketing

Experian Marketing Services helps the world's top brands intelligently interact with today's dynamic, empowered and hyperconnected customers through the channel(s) they prefer. Backed by the industry's highly acclaimed professional services team [1], Experian Marketing Services' integrated cross-channel marketing technology enables brands to effectively leverage social media to extend their reach, target and respond to key influencers and develop a deeper understanding of their customers. When customers expect seamless brand experiences, only Experian Marketing Services brings marketers the scale and flexibility required to effectively engage in modern cross-channel customer interactions.

Social network set up and campaign management

Feature	Description
Facebook accounts	Automatically set up and sign into Facebook applications, accounts and pages directly from within the platform and manage multiple accounts from one user interface.
Facebook posts	Post content onto a Facebook account or page's wall directly from the platform.
Twitter tweets and direct messages	Tweet content to Twitter and trigger personalised and dynamic @replies and direct messages directly from the platform.
Send schedule	Schedule Facebook posts and tweets to be sent at future dates.
Integrated social media campaign calendar	Incorporate Facebook and Twitter as part of your overall campaign calendar.
Cross-channel content library	Build social media campaigns efficiently with a customisable library of reusable content that can be easily inserted into Twitter @replies and direct messages, as well as Facebook enabled Web content.
Share to social blocks	Easily insert share to social buttons and social versions of content into messages to help convert customers from email and Web to social channels and encourage social sharing.
Facebook like button	Add Facebook like buttons to message content to help convert customers from email and Web to social channels and to capitalise on the effect of social recommendations and brand advocacy.
Google+ button	Add Google+ buttons to email and Web content.

Social activity tracking and interactions

Feature	Description
Share to social tracking and real-time response	Track when content is shared, liked, +1'd, etc. on social networks and immediately leverage that information to influence targeting, triggering and dynamic content decisions for campaigns in any channel (i.e. deliver social influencers better email offers).
Link tracking	Automatically track links and directly attribute click activity across email, Web pages, Websites and social sites and then immediately use that data to influence campaign triggering, targeting and dynamic content decisions.
Link shortening	Shorten URLs to include in Twitter content that requires a character limit.

Cookie tracking	As an optional feature, brands can enable (based on their own privacy policy) a cookie that can be set whenever a recipient interacts with the platform. Subsequent activities (i.e. Web site activity), that would otherwise remain anonymous, can then be tracked and directly attributed. Additionally, when sharing to social networks, the friends will be cookied and given a unique ID to build an Influence Graph for targeting future opted-in communications.
Campaign tracking codes	Track and directly attribute any social activities generated from externally executed messages.
Facebook activity tracking	Track likes or comments generated from your brand's Facebook posts and immediately integrate into customer profiles.
Twitter activity tracking	Track @replies in response to your brand's tweets and immediately integrate into customer profiles.
Twitter hashtag tracking	Promote hashtag trends on Twitter and then download all messages that include that hashtag to track which Twitter users are responding.
Sentiment analysis	Score Twitter messages and Facebook comments based on keywords found in the text to determine if they are speaking positively or negatively on topics.
Cross-channel identity resolution	Automatically match customers' Facebook and Twitter IDs to existing customer profiles or create temporary records to store organically acquired social activity information and convert those new customers' into other channels.

Social influencer targeting

Feature	Description
Multi-criteria filters and nested queries	Create sophisticated business rules that are influenced by social profile information, activities and responses to define campaign audiences, triggering and dynamic content.
Friend activity vs. real activity	Create customer segments in real-time based not only on whether customers take social actions, like clicking posted links and sharing email messages socially, but also on whether their interactions influenced their friends to take actions.
Social influence graph	Build an influence graph based on customers' social actions and the influence of those actions on their friends, as well as their friends' friends.
Social influencer scoring and targeting	Identify social influencers to send highly targeted and customised campaign content that rewards their value and incentivises them to be loyal brand advocates.

Amplification and retargeting

Feature	Description
Facebook targeted advertising	Automatically process and handle mobile bounces.

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