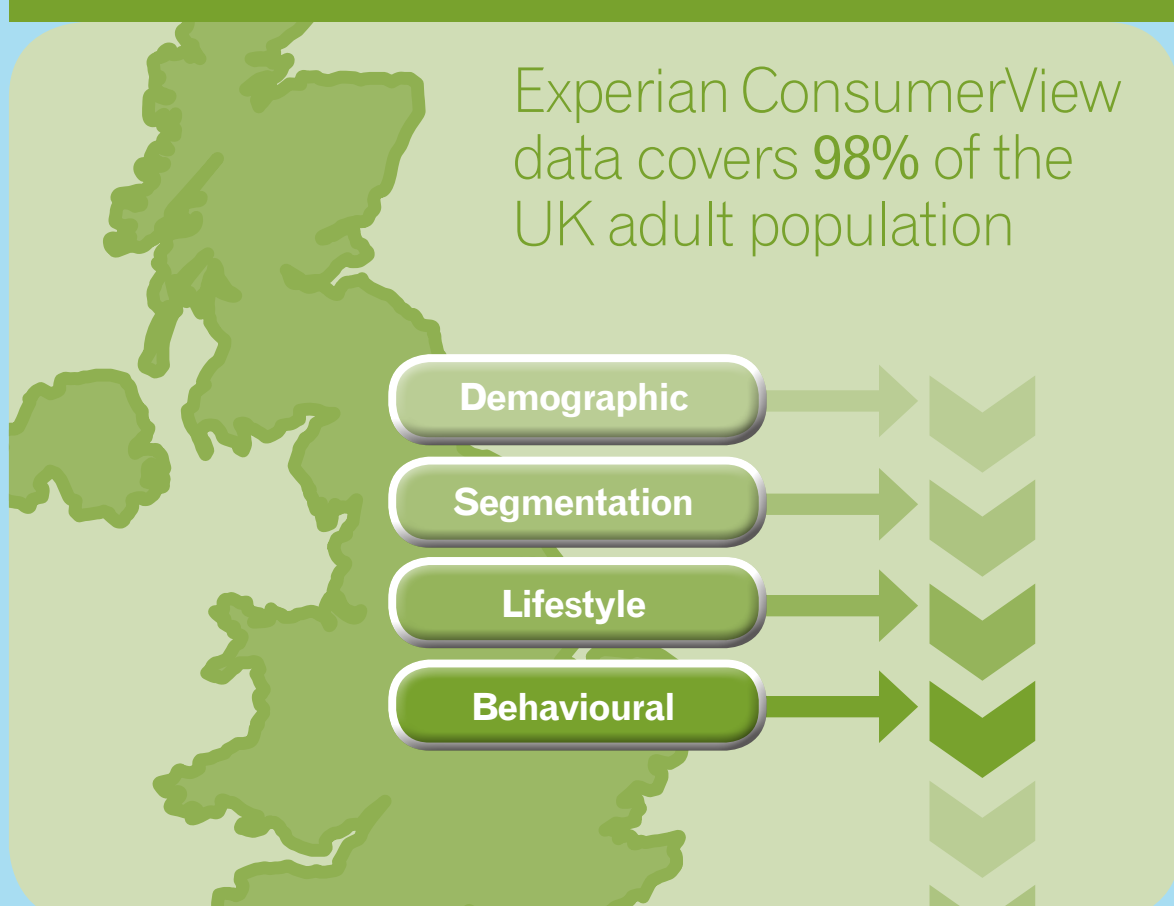




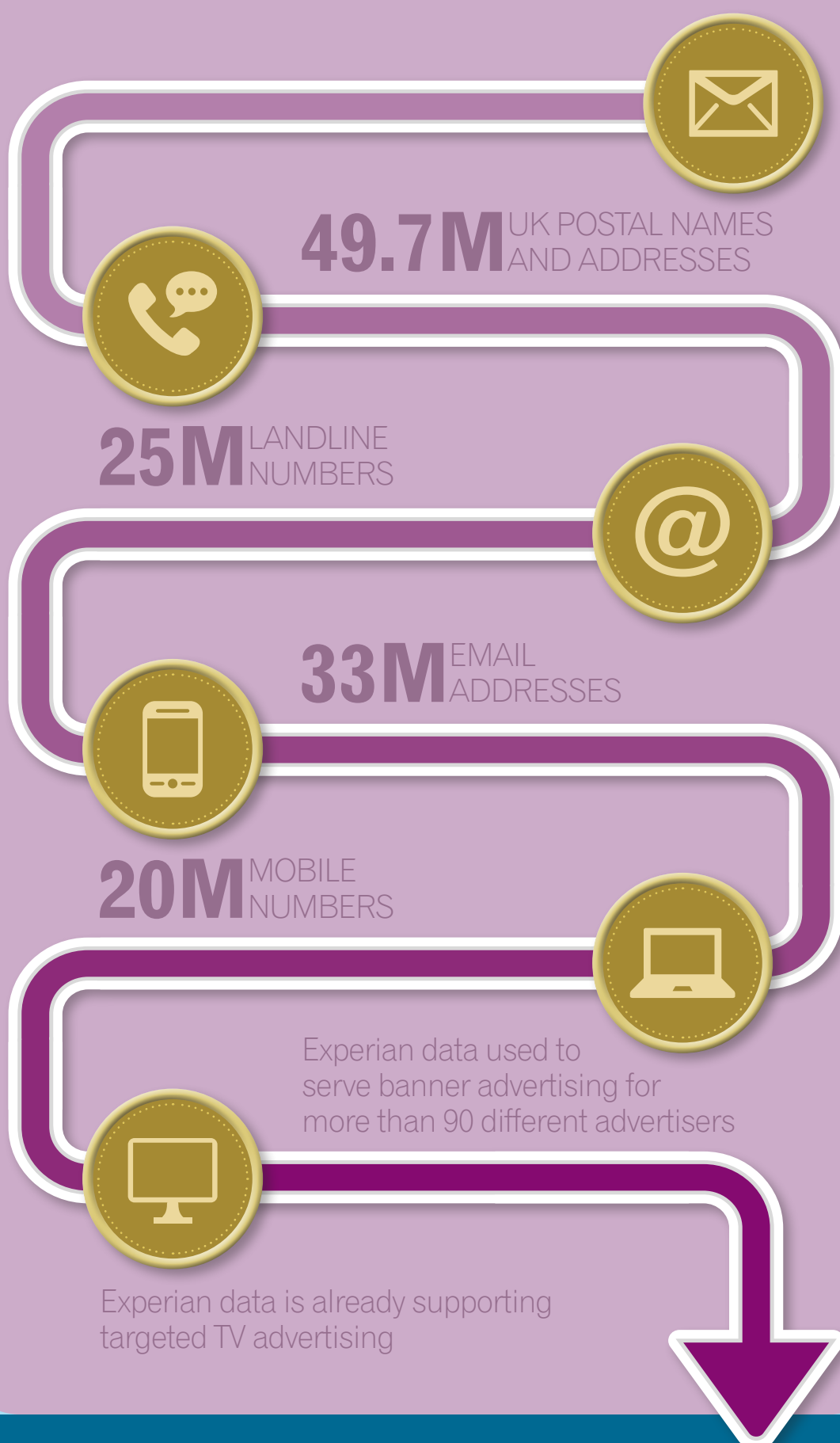
83% of consumers express a preference for organisations that treat them as an individual

Source: Online survey of a UK representative sample of 1,526 consumers, May 2010

So how can you target and engage the right person through the right channels with the right message?



Experian data is a common currency for consistent marketing messages and for targeting audiences across all contact channels



“ The biggest change we see underway is the amazingly rapid increase in the number of people who access the internet multiple times a day, from multiple locations, and with at least three devices. ”

Quote source - Forrester Blogs - David Truog 'Get ready for the ultra-connected customer to upturn marketing in 2013' 14 February, 2013

- ★ **TARGET AND ENGAGE WITH YOUR CUSTOMERS** consistently across offline and online channels
- ★ **INCREASE** the relevancy of your communications and ads
- ★ **IMPROVE THE EFFICIENCY OF YOUR CAMPAIGNS** by only targeting the right customers



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