

# Managed DMP Service

Driving efficiency in digital media

Experian can help you link and manage all your online and offline data assets and deliver intelligent interactions through all channels and devices.

Marketers face the constant challenge of demanding customers that expect sophisticated and relevant content through a wide variety of channels. Add an 'ever growing' list of data sources that need to be imported, managed, understood and organised and it becomes clear why most organisations struggle.

Experian can put all the 'pieces' together to help you to make sense of it all and are a trusted partner with a heritage in managing consumer data responsibly.

## Improve ROI on media spend across digital channels

- Improve campaign performance by reducing CPA and drive efficiency in media budgets
- Extend target segments to reach a wider audience
- Fully managed service with the support of a dedicated team.

Serve the right campaign to the right audience at the right time; in order to drive web visitors and relevant online interactions. Using data to identify your best customers and make informed decisions in order to interact with them appropriately; irrespective of the marketing channel. Reduce CPA and increase conversion, making it easier to spend media budgets more effectively on the right target audience.

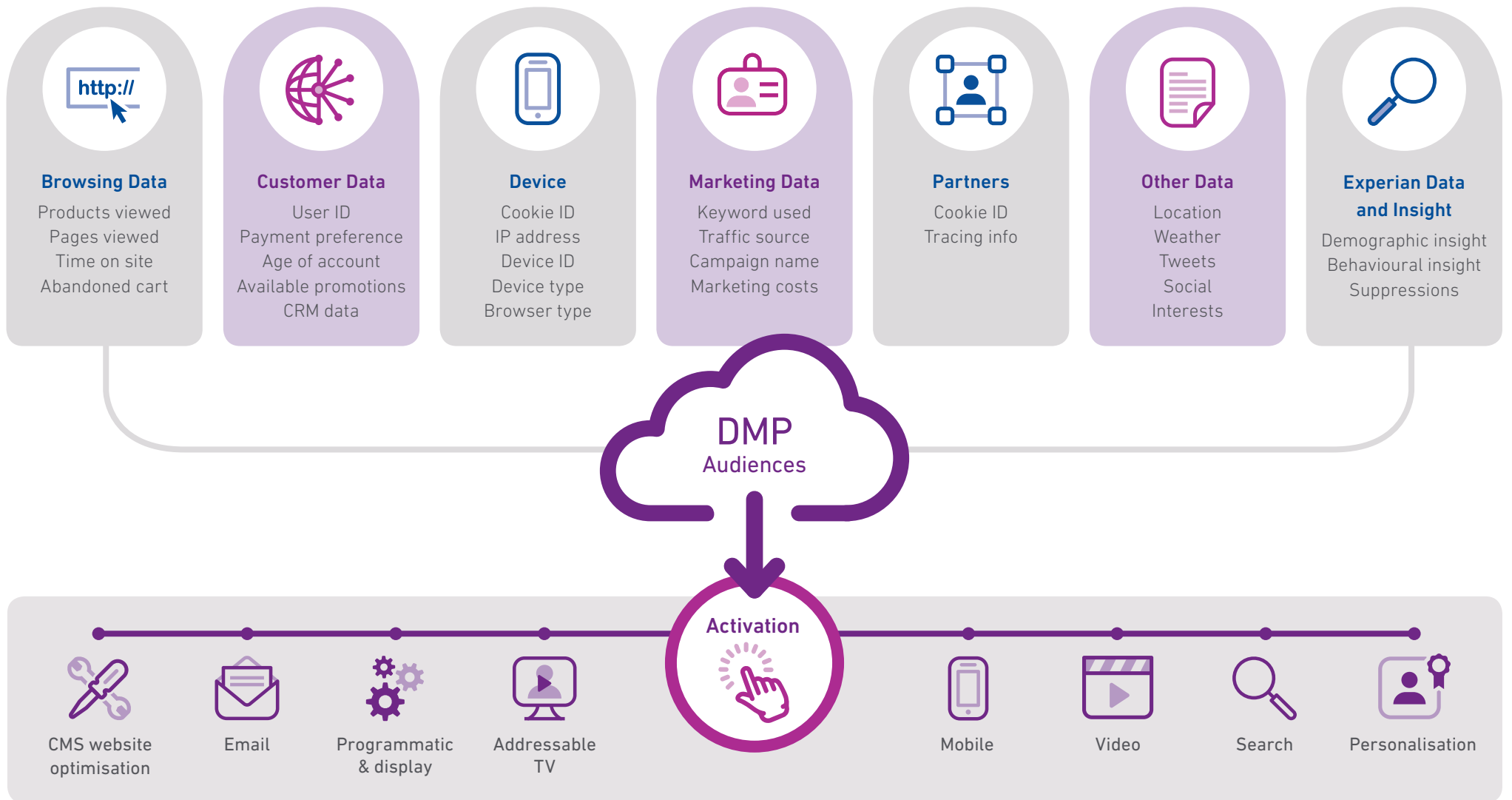
## Interact with consumers more intelligently across channels

- Use data to identify your best customers and deliver an improved online experience
- Identify unknown web visitors and serve tailored online content
- Create consistent messaging, regardless of device or channel.

Experian's Managed DMP Service can help you improve consumer experience with intelligent interactions and drive customer loyalty. Unlock the value in the insights you already have. Understand what engages each customer and tailor web content based on their online behaviours, CRM and third party data to ensure the best possible customer experience by putting data at the heart of your consumer experience strategy.

### Experian's Managed DMP Service can take all your data, organise it into audiences and activate campaigns across:

- Programmatic
- Display advertising
- Audience extension
- Search manager tool
- Email
- Social
- Mobile
- Addressable TV
- CMS/informed website optimisation



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