

ConsumerViewSM

Insight on more than 299 million consumers and 116 million households to improve your marketing campaigns



ExperianSM

Marketing Services



Learn how Experian's ConsumerViewSM database enables better segmentation for brands worldwide.

"Our customers are sophisticated shoppers who move fluidly across channels, and Experian[®] helps us understand their preferences, allowing us to optimize our marketing mix and strategy accordingly."

— RedEnvelope

Marketing forward means leveraging precise consumer data for optimized campaign targeting

Experian's ConsumerViewSM database gives you the ability to leverage predictive insight to better understand and anticipate evolving consumer behaviors and channel preferences. As the largest and most comprehensive resource for both list services and data enhancement available today — including data on more than 299 million consumers and 116 million households — ConsumerView offers core consumer data assets overlaid with behavioral and retail purchasing data. This combination results in the deepest and most granular insight into who your customers really are.

By leveraging ConsumerView, progressive brands around the world are more accurately targeting, segmenting and enriching their existing customer data to improve campaign response rates, strengthen brand loyalty and significantly increase revenue.

Gain access to an extensive database built on core customer attributes

The ConsumerView database combines data from a wide array of sources, including self-reported information, public records and historical retail purchases. When used separately or combined, these sources deliver a more complete and accurate 360-degree view of your customers. ConsumerView comprises the key identities, attributes and linkages necessary for superior data enrichment and customer engagement.

ConsumerView affords the types of insight that shape campaigns and drive results

Name, address, phone, email and digital identity

- In an average year, there are 40 million changes of address filed, not including the more than 22 percent of moves that are not reported
- Stay in contact by using your customers' most current address, and target new movers for maximum marketing effectiveness
- ConsumerView contains 113 million households and 63 million catalog subscriber names

Detailed demographics and segments

- Approximately 62 million Americans who think and act Green have negative attitudes toward products that pollute

- Understand how Green consumers can impact your marketing campaigns
- ConsumerView contains 62 million consumers with strong Green behaviors

Credit and purchasing measures

- More than 40 million American consumers have little or no credit
- Focus your marketing dollars on consumers with the most spending power
- ConsumerView contains 368 highly predictive selects from Experian's national consumer credit file at an area level

Digital behavior and channel usage

- Email is the most preferred digital messaging channel among all adults
- Find out what email address to mail to for optimal customer response
- ConsumerView contains 25 million up-to-date email addresses

Life events and purchasing triggers

- New parents are an ever-renewing group of customers in the market for a wide range of new products and services
- Create timely marketing campaigns that reach new parents when they are most responsive
- ConsumerView contains data on 360,000 new parents each month

Support all your traditional and digital marketing needs

- **More accurate mailings** — Addresses are scored based on deliverability and go through full postal hygiene each month to ensure each message gets delivered
- **Compliant phone campaigns** — All phone numbers are processed against the national Do Not Call master file bimonthly so you can call with confidence
- **Targeted email lists** — More than 24 million email addresses are verified for prospecting and acquisition programs, helping to drive your acquisition strategies and build your customer base
- **Digital data application** — Data is available at various levels (consumer, household, ZIP+4™, ZIP Code™ and census), allowing you to apply data-driven targeting across all channels

Leverage global data segmentation for targeted marketing worldwide

To operate profitably in diverse geographic markets, you need to understand your customers and local markets. To provide a consistent, integrated view of your customers and their behavior in many different parts of the world, the ConsumerView database is home to Mosaic® Global. Mosaic® is a single, consistent classification tool that provides insight into the demographics, lifestyles and behaviors of 880 million people from the world's major economies, including North America, Europe and Asia Pacific.

Mosaic Global is based on the idea that the world's cities share common residential patterns. For example, each city has its enclaves of Metropolitan Strugglers, suburbs of Career and Family, and communities of Sophisticated Singles. These neighborhoods display strong similarities in terms of demographics, lifestyles and behavior, regardless of the country in which they are found.

Mosaic Global:

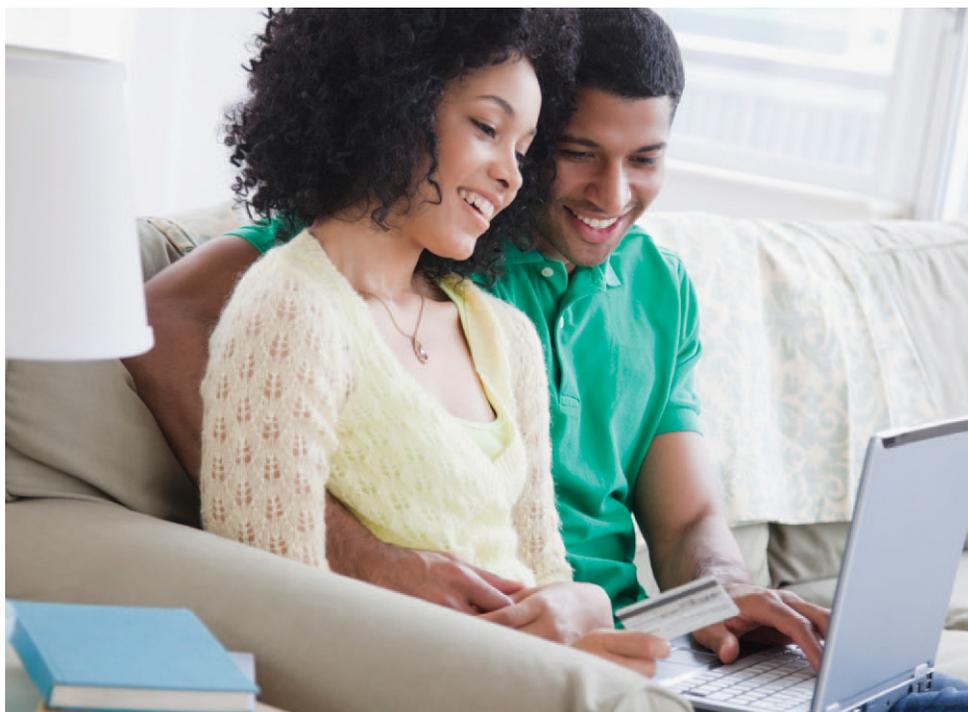
- Incorporates data from 28 national Mosaic classifications, giving an accurate and detailed understanding of consumers living in each country
- Identifies 10 neighborhood types, each with a set of distinctive demographic and lifestyle characteristics that can be found in every country covered by the classification
- Allows you to get the most from the classification by working with Experian's expert consultants and analysts to perform more detailed predictive modeling and analysis of your customer data

With more than 30 years of industry experience, Experian provides innovative proprietary services designed to maximize impact and benefits to our clients.

"As our business has grown to incorporate numerous channels for customer interaction, so has our need for a solution that would allow us to better identify and understand the customers using these channels. Experian's solution will allow us to effectively capture customer data across our entire business, gain a more complete view of our customers and their buying preferences, and respond to them with the best possible offer."

— Oreck

For more information on ConsumerView, contact your local Experian Marketing Services sales representative or call 1 800 850 4389.



Customize an unprecedented breadth and depth of data to meet specific business needs

Not all businesses have the same targeting goals. With more than 1,000 data elements per record, ConsumerView allows businesses of all sizes to meet diverse industry needs and customize communications based on the consumer attributes that impact buying behaviors the most — from basic demographics to sophisticated psychographics.

ConsumerViewSM Attitudinal and Behavioral — Discover the attitudes, values and motivations that drive the decisions of your customers, including mail-order buyers, frequent travelers and prescription drug users.

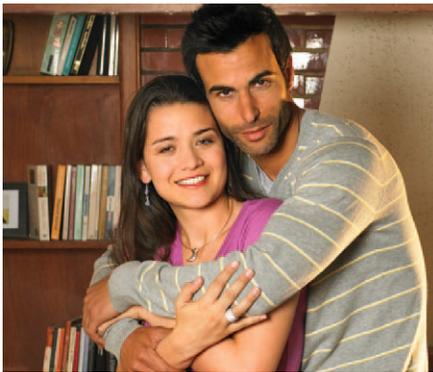
ConsumerViewSM Triggers — Leverage the major life events that trigger consumer buying decisions and lifestyle changes to connect with proven actively spending prospects, such as new movers, new homeowners or new parents.

ConsumerViewSM Analytics — Accurately predict future behaviors and identify likely responders and buyers by leveraging analytical tools like VeriScoreSM, a multitiered product that integrates consumer identification, verification and scoring to identify your most responsive and profitable consumers.

ConsumerViewSM Applications — Make better and faster marketing decisions on market planning, customer profiling and more with intuitive enrichment tools and technologies, including market planning software, online list fulfillment tools and data append.

ConsumerView contains weekly data on 41,000 new homebuyers

Recent homebuyers purchase more products and services in the first six months after moving than an established resident spends in a two-year period. Leverage the major life changes that trigger consumer buying decisions and lifestyle events to connect with proven actively spending prospects.



Married
Ages 30–35
New homeowners
Income: more than \$250,000
Los Angeles, Calif.
Green consumers

She is a frequent buyer of high-end women's apparel, spending more than \$3,000 in the past 12 months.

They spent \$2,000 on home-improvement products in the past four months.

A 360-degree view of consumers powered by transactional and behavioral data



Married
Ages 30–35
New homeowners
Income: more than \$250,000
Los Angeles, Calif.
Green consumers

Despite a high household income, she frequently buys low-priced women's apparel.

They spent more than \$4,000 on home furnishings in the past 12 months.

Receive the most accurate and reliable marketing information in the industry

The ConsumerView database, offering coverage on 98 percent of U.S. households, is the most comprehensive and accurate resource for both data enrichment and list services available today. With access to such a broad universe of consumers, you have virtually unlimited options for prospecting, profiling and modeling.

Superior testing and processing to ensure the highest data quality

Experian® employs a rigorous process that includes the application of proprietary models, data from thousands of sources and proven algorithms to ensure that only the most deliverable addresses and accurate data elements are housed within the ConsumerView database. Tests ranging from first-class mailings, syndicated research matching, third-party telephone validation and Electronic Directory Assistance also are used to regularly ensure data accuracy.

- **Process control** — Standard routines and steps are applied for processing warehouse updates, producing reports, editing data and disseminating status to the user community
- **Statistical quality control** — After weekly runs that record and measure national frequencies and pattern distributions for more than 150 variables by update, exception reports are produced for review and action
- **Detail-level measurement** — Random samples of updated records are compared at the name and address levels, monitoring changes applied through the update process

The most accurate household data for more precise targeting

While traditional methods of determining household makeup rely solely on identifying individuals with the same surname at the same address, ConsumerView goes a step beyond by establishing a living unit structure that recognizes:

- Different surnames in the same family
- Roommates and living partners
- Group quarters (i.e., fraternity houses)

Permanent record identification to keep in touch with today's transient consumers

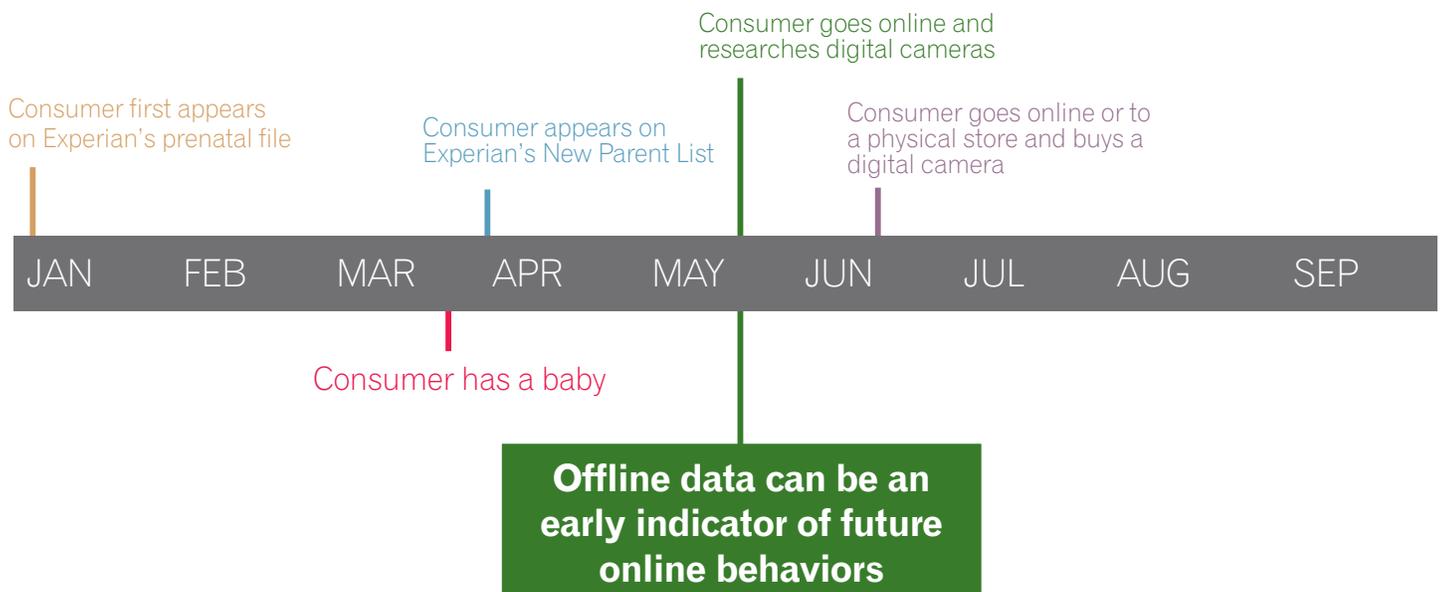
By attaching a unique, permanent identifier to each consumer record, ConsumerView provides a stable and consistent repository to maintain contact with consumers wherever they move.

Compliant with all legal and ethical standards for confidence in marketing execution

As a leader in the direct-marketing industry, Experian implements stringent values-based practices that govern the acquisition, compilation and sale of its consumer data to ensure compliance with legal guidelines, careful screening of data sources, ongoing internal audits and appropriate consumer notice and choice.

Offline data's predictive power

Consumer research shows that consumers are 423 percent more likely to purchase a digital camera in the first six months of having a baby



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Marketing
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