

# OmniActivation<sup>™</sup>

Activate DirectMail.com<sup>™</sup> audiences for true one-to-one addressable advertising across channels

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Improve digital and television advertising effectiveness by enabling the use of a single audience definition to reach today's omni-channel consumer. Through OmniActivation<sup>™</sup>, marketers can coordinate campaigns across channels and leverage their own data to deliver the best message to their most valuable customers and prospects. The end result is an efficient, engaging cross-channel advertising strategy — spanning direct mail, email, mobile, online and television — which also delivers insightful closed-loop analytics that prove return on marketing spend.

### Three steps to enable your cross-channel advertising strategy

- 1. Determine your best audience with GeoInsight:** DirectMail.com's patented targeting solution provides best-in-class location intelligence and data visualization to fuel targeted marketing campaigns. Leverage strategic data offerings from DirectMail.com<sup>™</sup> to turn your numbers into information, your information into decision-making intelligence, and your decision-making intelligence into bottom-line growth for your targeting and acquisition programs.
- 2. Find and target the same consumers across multiple channels:** Utilize Experian's digital media buying services, email capabilities, direct mail experience, and partnerships with major online publishers and TV operators to match your audience and launch your brand's one-to-one marketing communications.
- 3. Measure campaign effectiveness:** Through closed-loop reporting, evaluate the online and offline effectiveness of your addressable campaigns to gain insights, determine return on investment (ROI) and improve future cross-channel strategies.



01  
BUILD  
YOUR  
AUDIENCE

02  
PICK  
YOUR  
CHANNELS

03  
MEASURE  
ROI

## Partner with a leader in consumer data

With a rich history in consumer data management, marketing and intelligence, Experian Marketing Services is uniquely positioned to act as a neutral third-party matching partner for data solutions, marketers and media companies.

- **Privacy and compliance expertise:** Protect your brand and customer data while personalizing interactions that foster loyalty and a greater return on your advertising spend. We enable marketers to match deidentified target audiences to media partners in a privacy-compliant manner.
- **World-class linkage:** DirectMail.com™ has partnered with Experian to provide world class linkage, which means your marketing message will reach the right target for your brand.
- **Flexible framework:** As a media-agnostic marketing services provider, Experian® can support your omnichannel strategy across both online and offline channels. With no need for SAAS integration, Experian Marketing Services' OmniActivation is a seamless addition to your current media buying processes and plans.

## Protecting consumer privacy

Experian Marketing Services is a trusted steward of the data it collects, maintains and uses. Through industry-leading technologies, processes and personnel, we strive to ensure the secure, appropriate and responsible use of all consumer data entrusted to us.

**To find out more about DirectMail.com™ audiences, contact Mike Savage, VP of Marketing Solutions at [msavage@directmail.com](mailto:msavage@directmail.com) or 301.855.1700 x399.**

**To find out more about OmniActivation, contact us at [omniactivation@experian.com](mailto:omniactivation@experian.com), 877.870.5663 or contact your Experian Marketing Services representative.**

**Intelligent interactions.  
Every time.**

### About Experian Marketing Services

Experian Marketing Services is a leading global provider of consumer insights, targeting, data quality and cross-channel marketing. We help organizations intelligently interact with today's empowered and hyperconnected consumers. By helping marketers identify their best customers, find more of them, and then coordinate seamless and intelligent interactions across the most appropriate channels, Experian Marketing Services' clients can deepen customer loyalty, strengthen brand advocacy and maximize profits.

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