experian.

Three things to know about enhancing ad targeting with real-time marketing data

A conversation with Experian's Chris Feo and Captify's Amelia Waddington

Amelia Waddington
Captify

Chris Feo
Experian

1 Overcoming identity fragmentation

- Identity fragmentation scatters consumer data across devices and platforms, complicating targeted advertising efforts.
- Integrating real-time search data with identity Graphs enables precise targeting across various channels.

2 Personalized ad experiences

- Real-time data allows advertisers to adjust ad elements based on current audience interests and behaviors.
- Data-driven creatives outperform standard ones, creating meaningful connections and driving higher engagement.

3 Connected TV integration

- Persistent identifiers use onsite search data to enhance connected TV (CTV) advertising precision.
- Machine learning categorizes searches to form highly relevant audiences, boosting ad effectiveness and performance.

> "We ingest the Experian Graph as part of our internal Graph, allowing us to connect identifiers together at both person and household levels, which aligns with our expansion into TV, out-of-home, and audio channels.
>
> **Amelia Waddington**
> Captify

Read the blog post for more →