

# Marketplace

Bolster consumer reach  
with Partner Audiences



With evolving privacy regulations and shifting identity signals, maintaining addressability has become a critical challenge for activation platforms.

Experian's marketplace bridges TV, supply, and demand platforms with top-tier third-party audiences across retail, CPG, health, B2B, and location intelligence. Powered by our digital and offline identity graphs, our marketplace allows audiences to be easily activated while maintaining high addressability across display, mobile, and connected TV (CTV) channels.

- ✓ **Enhanced addressability** where all audiences delivered from our marketplace benefit from our identity graphs, which link associated offline and digital IDs to each audience, improving match rates and reach.
- ✓ **Marketplace diversification** by giving data sellers and buyers a new solution to connect with third-party data sets.
- ✓ **Lower activation costs** with transparent, pass-through pricing and no additional access fees.
- ✓ **Audience diversity** through the ability to combine Partner Audiences with 2,400+ Experian Audiences
- ✓ **Simplified audience planning for TV** by building custom audiences matched directly to subscriber footprints, for activation across all advanced TV channels.

## Expansive reach



126 million  
households



250 million  
individuals



4 billion  
active digital IDs

## Marketplace data partners

**Attain**  **alliant**  **dun & bradstreet**



Full partner list available by request

## Better addressability

50% increase  
in programmatic  
addressability

73% increase  
in CTV addressability

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