experian™

Experian Digital Audiences

Drive digital campaign success for your clients with curated addressable segments

Experian's Digital Audiences support marketers' advertising campaigns by helping them reach the right consumers while they're in the market for a product or service, ensuring that their messages are delivered.

We are constantly maintaining and analyzing information about consumers, their habits and buying decisions to create our digital audience catalog. We do this by maintaining more relationships with original data sources than any other data provider, as well as modeling consumer behaviors with the help of our scientists.

Experian Digital Audiences help solve the challenge marketers face; knowing when a consumer is in the market for a specific item. With Experian Digital Audiences, marketers can better deliver their messages to the target consumers that will drive the most success for their marketing campaigns.

The power of ConsumerView℠

ConsumerView is the largest and most comprehensive resource for traditional and digital marketing campaigns. This data provides a deeper understanding of your customers, resulting in more actionable insights across channels.

300M consumers
126M households

Fresh data
Derived directly from hundreds of sources.

Thousands of attributes
that reveal consumer insights.

Trusted for accuracy
by brands across the globe.

Our audiences

Our audiences are readily available on the shelf of the majority of the most trusted advertising platforms. Built with deterministic lifestyle and demographic data, advertisers can create infinite data combinations to reach their desired audiences. We also work with advertisers to build custom audiences that are portable to distribution platforms.

Distinct audience segments

Demographic, lifestyle and interest, and past purchase segments mix into our over 2,500 syndicated audiences that also feature categories unique to Experian.

Auto

Our 600+ auto audiences are Informed by the National Vehicle Database and comprised of predictive ownership and in-market buys in the next six months.

Fair Lending Act Friendly Financial Audiences

Our Financial Audiences are constructed without the use of specific demographic attributes that may increase the likelihood of discriminatory practices prohibited by the Fair Housing Act ("FHA") and Equal Credit Opportunity Act ("ECOA").

Mosaic®

This consumer lifestyle segmentation system classifies all U.S. households and neighborhoods into 71 unique segments and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences, and habits to create one of the industry's most powerful and reputable segments.

TV Audiences

We partnered with The Advertising Research Foundation (ARF) and its DASH universe study to create 18 specific television audiences.

Our methodology leads to quality

Using rich information sets, our talented data scientists create audiences to re lect the most requested and highestperforming segments. We ensure the accuracy of our database through a thorough testing and validation process using proprietary models, multiple data sources, and proven algorithms.

Privacy above all

Privacy goes beyond just ensuring legal compliance, it's also about giving consumers notice and choice regarding how their data is used. That's why Experian implements values-based practices that govern the acquisition, compilation, and sale of our consumer data. This ensures compliance with legal guidelines and careful consideration of consumer privacy.

We help you deliver your ads to the right consumers across the best channels

If you need a custom audience, we can support those too. Please get in touch with us at audiences@experian.com for more information about our custom audiences.

Connect with us to learn more about our full digital audience catalog.