

Ascend Marketing

Launch campaigns faster. Target with precision. Improve performance over time.

Ascend Marketing helps organizations build, optimize and activate prospecting campaigns through a connected workflow powered by continuously refreshed credit data. Traditional acquisition processes often rely on fragmented tools, manual handoffs, and stale data, slowing execution and limiting targeting precision. Ascend Marketing helps teams simplify execution, move faster, and improve campaign performance with every launch.

Bring targeting, activation and optimization together

Many organizations still rely on disconnected vendors and siloed workflows to manage acquisition campaigns. Ascend Marketing unifies credit data, audience intelligence, batch and real-time targeting, segmentation, campaign activation and optimization workflows within one connected platform, helping teams:

- Launch campaigns in days, not weeks
- Apply custom targeting and underwriting strategies with greater flexibility
- Reach more qualified consumers with greater precision
- Optimize audiences, channels and offers based on performance insights
- Reduce operational complexity across the acquisition workflow
- The result is a more agile acquisition process with fewer bottlenecks, faster execution, and improved marketing performance.

The result



- Faster time to market
- Lower customer acquisition costs
- Higher response and approval rates
- More efficient marketing spend
- Faster optimization and performance gains

Designed for scale

245M+

credit-active consumers

with trusted FCRA-regulated data.

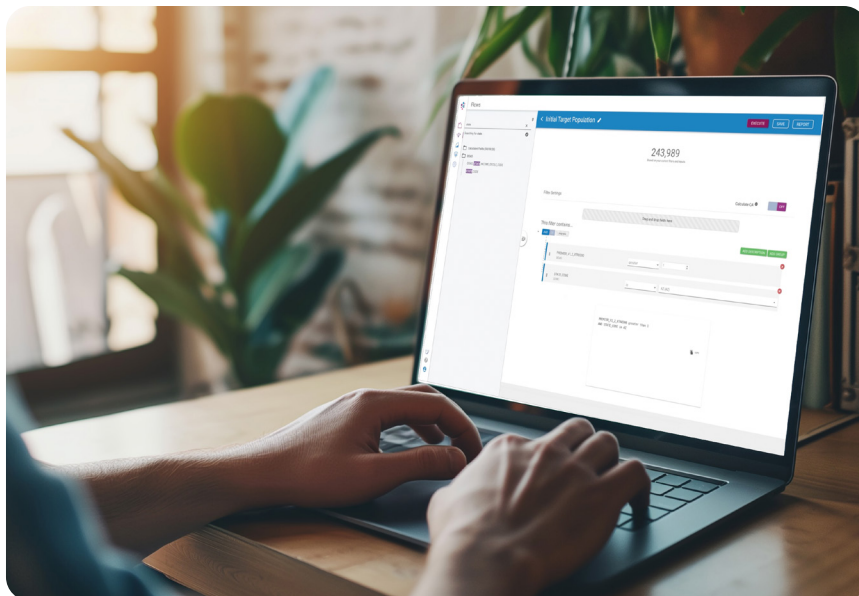
-  Improve campaign performance using attributes derived from billions of tradelines.
-  Maintain compliance with built-in governance, including opt-out management and under-21 suppression.

Ascend Marketing

Ready to modernize your acquisition strategy?

Smarter acquisition starts with fresher signals, faster execution and more connected targeting and activation.

Let's explore how Ascend Marketing can help improve your marketing precision, reduce operational friction, and accelerate acquisition performance.



Contact your Experian Account Executive or visit <https://www.experian.com/business/products/ascend-marketing>.

You may also want to explore



Optimize

Improve audience, channel, and offer strategy through built-in optimization and faster testing cycles.



Marketing Campaign Consulting

Accelerate onboarding, campaign strategy, analytics and operational optimization with Experian experts.



AtData

Enhance digital identity, email intelligence, and consumer reachability across acquisition channels.



Experian Sandbox

Explore, analyze and operationalize audience and marketing strategies within a secure, flexible analytics environment.