

The power of customer intelligence – an integrated approach

End-to-end customer intelligence, business strategy and marketing services with Experian Marketing Analytics



Turning customer intelligence into a competitive weapon

The simple truth – and the toughest challenge – of marketing is that reaching consumers with a message that is relevant and targeted gives you the best possible chance of engaging them.

“EMA delivers world-class capability at speed across Asia Pacific with its integrated technology and customer intelligence consultancy, providing end-to-end solutions tested by the world’s most demanding organisations”

Tim Pullan, Managing Director, EMA, Asia Pacific

Experian Marketing Analytics (EMA) helps our clients do just this and deliver compelling marketing campaigns that speak to the right audience, in just the right way, at just the right time. EMA knows how to use customer intelligence to enable clients to make decisions grounded in customer knowledge at every stage of the marketing lifecycle. Our industry experts, backed by the power of Experian data, help clients identify the right audience, develop a proposition that will resonate, and tailor interactions with the audience to maximise success.

EMA ensures that every contact with consumers, whether they

be customers or prospects, for marketing or other purposes, is informed by a personal understanding of each individual.

Our consultants are pioneering new ways to put customer intelligence behind every contact such as call centre interfaces that display to agents the mailing a caller received to systems that capture the reasons non-buyers declined in order to issue an offer designed to win them over. As a result, our clients get the greatest possible return on investment from every dollar spent engaging customers by sending the right message to the right audience through the right channel.

Experian – as you’ve never seen us before

“EMA is a trusted partner for organisations across verticals, clients rely on us to significantly reduce marketing acquisition costs, but the real measure of success is the quality of the customers they are able to attract and retain”

Ben Gaff, Director of Customer Intelligence Practice, EMA, Asia Pacific

EMA is a full-service consultancy that works with clients to find ways to turn customer intelligence into competitive advantage. EMA consultants work shoulder to shoulder with clients to tackle their issues, even providing dedicated teams to work at the client site if the client prefers. EMA consultants know their way around Experian’s vast and complex data resources.

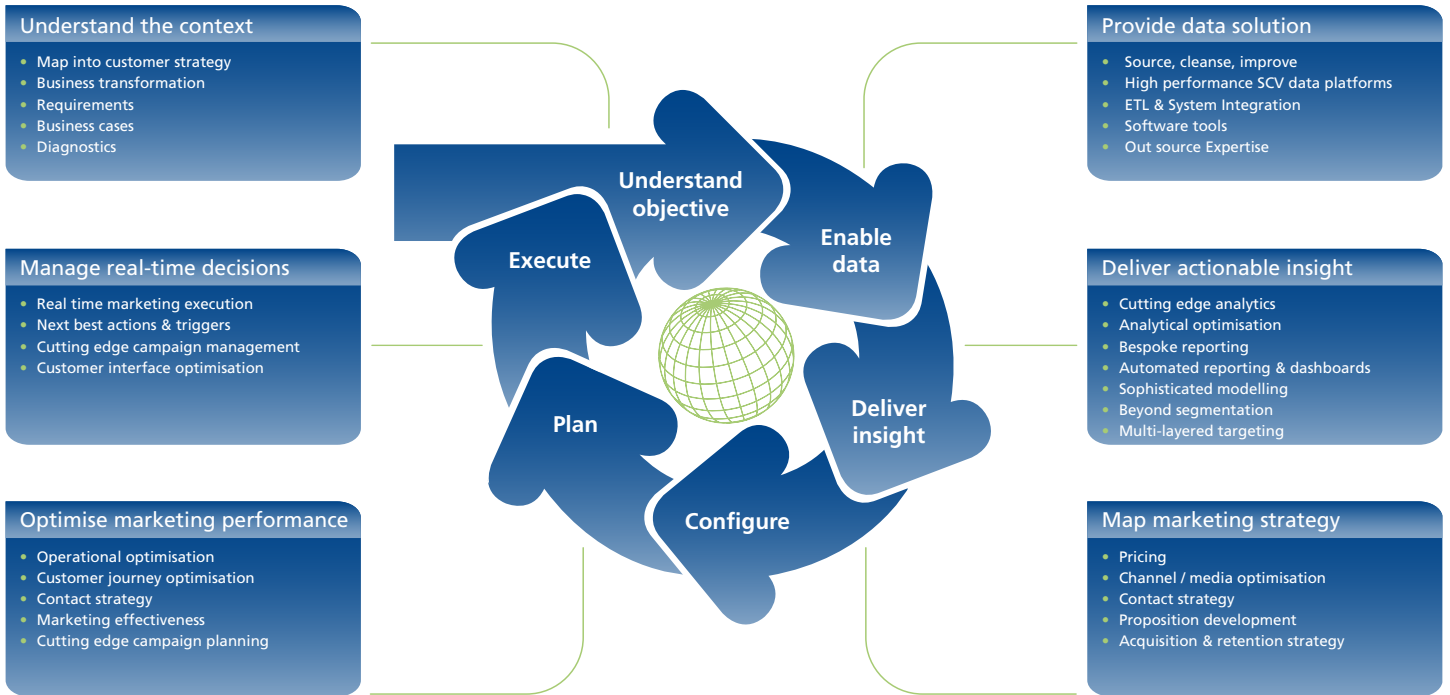
Our teams look across the breadth of Experian’s customer intelligence to find tools to help our clients and then turn that intelligence into actionable insights.

Through EMA consultants, all the resources of Experian can be brought to bear on a client’s challenges.

At EMA, we see a future in which clients can harness every helpful piece of information about consumers, whether those insights come from internal sources or Experian’s own data, to engage those consumers as never before. Our consultants welcome the opportunity to help clients make this vision a reality.

EMA offers integrated consultancy across every stage of the marketing lifecycle

As the market-leader, EMA can provide you with the best joined-up answer to these complex and intertwined issues.



The test and learn philosophy that lies behind our integrated closed-loop technology and business processes results in a continually updated customer intelligence brain that is powerfully deployed across many parts of our clients' organisations, feeding intelligence

into decision making in finance, product manufacturing, operations and commercial.

For the marketer, the impact that this capability has on top and bottom line performance makes it especially powerful.

You can never fully realise the potential that real-time integrated marketing offers by simply addressing discrete parts of the marketing lifecycle. You have to look at a wide range of issues as a whole, including strategy, technology and resource allocation.

EMA brings science to the art of marketing

At EMA we are unique in having both the extensive experience and the capability to help you turn your business objectives into business results.

- We work with you strategically to develop innovative data-based approaches to your business problems
- We rapidly design, build and often manage large-scale, high-performance data solutions
- We deliver insight and analytics as solutions, services or co-sourcing

- We provide marketing strategy consultancy
- We focus on best practice in your marketing techniques on a day to day basis, helping you improve business performance
- We support and manage large and complex marketing programmes and campaigns

Our real point of difference isn't dry academic theory. We're experts at generating practical results. Thanks to our deep working knowledge of

data-based strategies, we understand what separates the winners from the losers. No one is better placed to help you act on vision and strategy to rapidly make them happen.

Whether your company is a large multinational or a small local concern, EMA can tailor a solution that will meet your needs and your budget to deliver the business results you need.



Experian Asia Pacific Pty Ltd.

Level 6
580 St Kilda Road
Melbourne
VIC 3004
Australia

T: (61) 3 8622 1600
F: (61) 3 9600 4676
E: info@au.experian.com
www.experian.com.au

© Experian 2009. The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU. All rights reserved.