

Experian Custom Analytics

Improve marketing effectiveness using insights from consumer behaviour

Marketers are always looking for ways to improve the effectiveness of their efforts and boost return on investment (ROI) and, because they are often held accountable for facilitating growth, enabling sales and leading efficient marketing strategies, they typically face one or more of the following challenges:

- Having a deep understanding of your current customers to maximise opportunities within your customer portfolio
- Finding and recognising key characteristics of new, high quality prospects to grow the business
- Consistently increasing the efficiency of marketing campaigns and acquisition programs to improve ROI

Experian Custom Analytics focuses on the complete analytical journey; from understanding the business problem, to developing and delivering a solution that addresses the challenge, to communicating the insight needed to significantly impact consumer behaviour, to ensuring a seamless actionable application that drives results.

With **Experian Custom Analytics**, your marketing campaigns will have deeper insights and could yield maximum returns. We combine your data with our data to:

- **Gain insight:** Our data mining capabilities create in-depth profiles and actionable insights about your customers using your internal data and Experian's industry leading consumer data
- **Develop data-driven marketing:** Our segmentation techniques generate custom personas of your customers that improves messaging and marketing effectiveness of your customers
- **Enhance customer marketing effectiveness:** Our modelling competencies are used to build solutions that identify targets for cross-sells, suggest a customer's next best product, improve customer

activation and retention, increase customer value, and enhance marketing effectiveness.

- **Find the right, new customers:** With our leading consumer database and modelling methods, we identify and create targeted audiences that can be served in many different marketing channels to increase awareness, engagement and conversion.
- **Test, measure and learn for success:** Using Experian's linking capabilities, we can design, measure and analyse campaign performance for many channels, attribute performance by channels and reach look-alike customers in Experian's consumer database.



Product sheet

Experian Custom Analytics

Our team of A/NZ-based statisticians and consultants have both advanced quantitative degrees and deep experience across all industry verticals. By leveraging the industry's leading commercial database and client data assets along with innovative analytic solutions, we help you significantly fine-tune your targeting strategies, identify more targeted and qualified prospects, make more relevant offers and discover a universe of untapped business opportunities.

Ask your Experian representative for more details or contact us at
03 8699 0100 or info@au.experian.com

Experian Australia Pty Ltd
Level 6, 549 St Kilda Road
Melbourne, VIC 3004

T (61) 3 8699 0100
E info@au.experian.com
W www.experian.com.au

© Experian, 2019. All rights reserved. The word "EXPERIAN" and associated graphical devices 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. Experian Australia Pty Ltd is registered in Australia (ACN 082 851 474). Registered office address: Level 6, 549 St Kilda Road, Melbourne VIC 3004.