

Cross-Channel Marketing

Bringing brands and customers closer together



Your customers see a brand not a channel

Today's customers are dynamic, empowered, and hyperconnected. They rely on a variety of devices, communication channels and 24-7 Web access to stay connected to their world at all times. As a result, they expect seamless and coordinated customer experiences from their favourite brands, that are both meaningful and relevant to their everyday lives.

Organisations must now align their business around the customer by harnessing marketing systems that support end-to-end, coordinated and intelligent

engagement across all channels. Experian Marketing Services' cross-channel marketing platform was built from the ground up with the scale and flexibility to handle the speed and complexities of modern customer interactions.

Supported by the industry's highest-rated client services team, Experian Marketing Services' cross-channel marketing platform enables marketers to efficiently plan, execute, optimise and manage cross-channel marketing programs that deliver truly rewarding customer experiences.



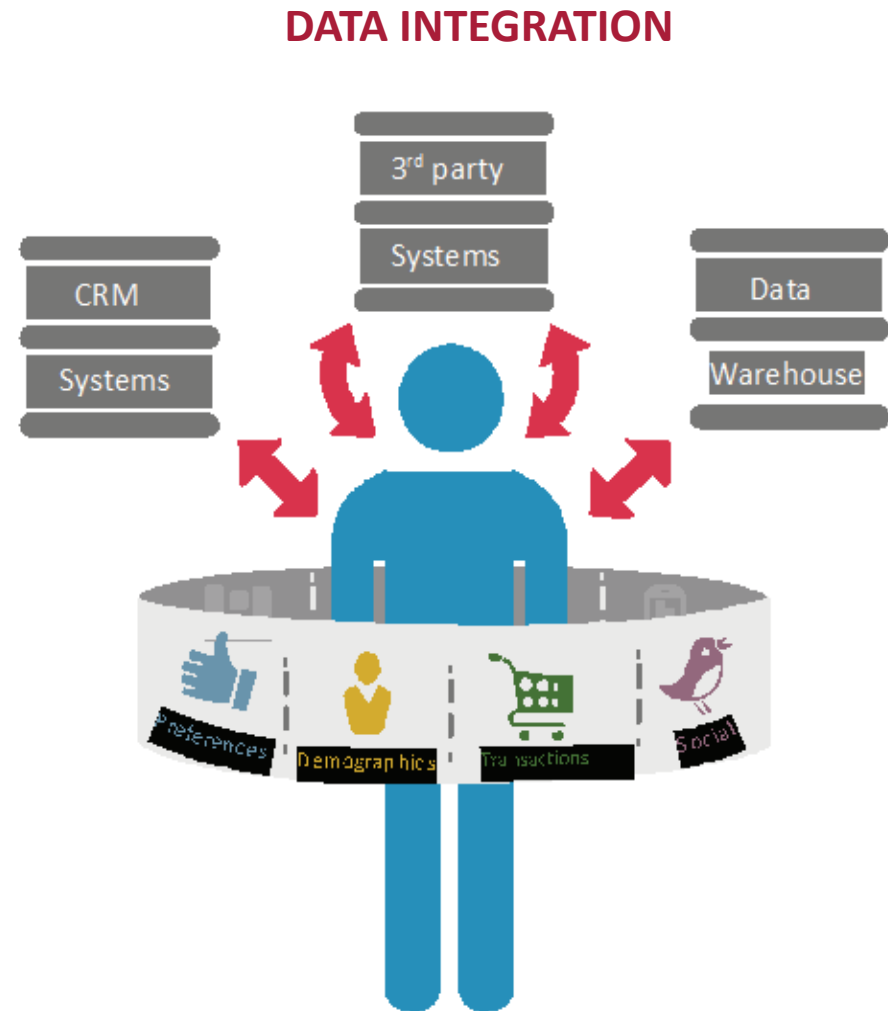
INTEGRATE DATA

Gain a panoramic view of your customers through actionable insights

It all begins with data. Geo Strategies, together with Experian Marketing Services offer marketers the ability to interpret data and gain a true 360-degree view of customers that can be immediately made actionable for marketing initiatives across channels. The cross-channel marketing platform provides an intuitive interface and backend capabilities for easy integration with any data source, such as CRM systems, customer databases, point of sale systems, call centres, third party systems, customer responses and social media networks. The platform's relational database can be updated in real-time, consolidating all information feeds into an always-fresh central repository. Marketers can then layer customer profiles with Geo Strategies' and Experian's deep consumer insights to drive real-time intelligent messages that intuitively speak to their customers' unique needs.

Key features

- **Fresh, flexible customer data:** Data flows in and out of the platform via automated bulk processes and API integrations that update the database with information from any source in real-time.
- **Cross-channel relational data:** With access to relational data, including activity and response information captured across channels, marketers can create simple, to highly sophisticated, business rules that drive targeting, segmentation, triggering and dynamic content decisions in real-time.
- **Intuitive graphical interface:** Data integration and management is made simple, supporting marketers of any skill level, but also robust enough to support complex data structures and table relationships.



OPTIMISE THE CUSTOMER EXPERIENCE

Relevant and meaningful perpetual customer experiences

Geo Strategies, together with Experian Marketing Services enable marketers to effectively centralise and streamline cross-channel campaign management. Unlike traditional multichannel marketing solutions where campaign assets are managed in separate systems or across channel-specific vendors, Experian's fully integrated cross-channel marketing platform provides a central location for marketers to create, edit and proof content, as well as to manage business rules for customer interactions across one or multiple channels. This allows marketers to focus less on the logistics required to deliver the correct content and more on creating consistent and relevant experiences for their customers.

Key features

- **Reusable business logic:** Increase efficiency and consistency in the production process by creating business rules, which can be used across multiple channels and campaigns against relational data, to immediately influence targeting, triggering and dynamic content decisions.
- **Cross-channel dynamic content:** Manage content for all channels (e.g., HTML or plain-text email, mobile text messages, Web content) in blocks, which are centrally stored in the cross-channel content library. Content blocks can then be married to business rules to create dynamic content across multiple channels and campaigns.
- **Nested content:** This is the only platform that enables users to create content containing chains of business rules and automatically send pre-formatted messages across channels from a single location.

TARGETING AND MESSAGE OPTIMISATION



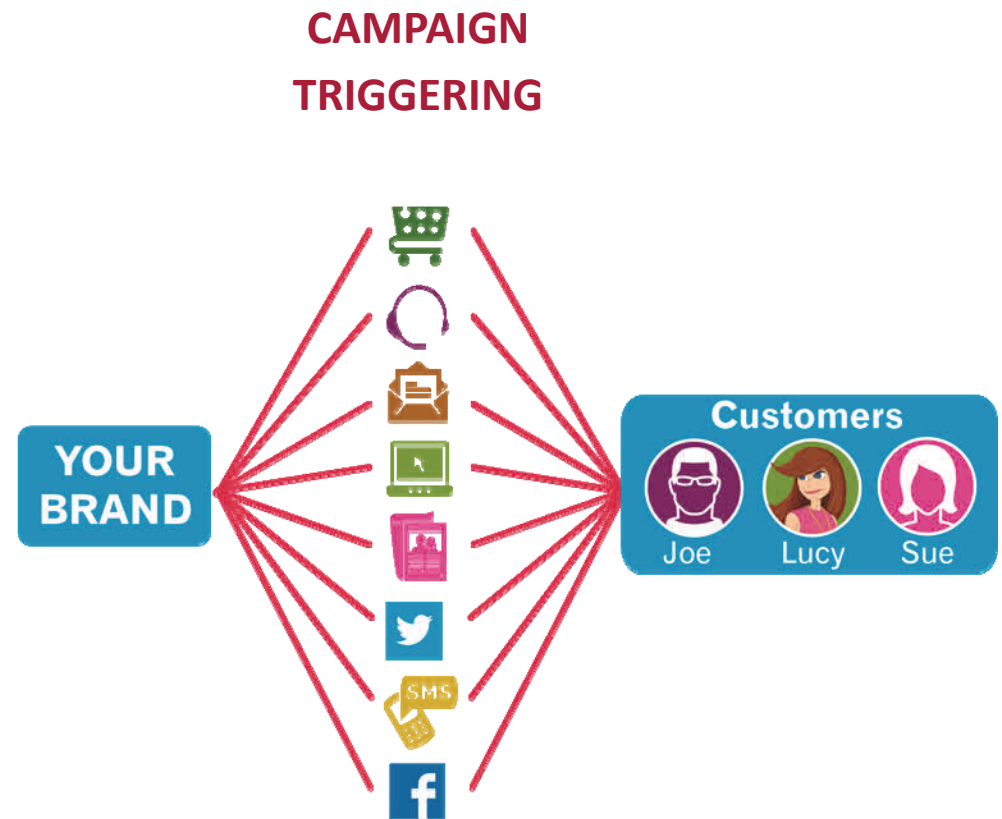
INTERACT ACROSS ANY CHANNEL

Deliver timely and coordinated customer experiences

Experian Marketing Services empowers marketers to seamlessly execute timely and coordinated marketing interactions through a single channel or across multiple channels. All communications are created and delivered directly from a single platform, ensuring that response behaviour is immediately captured and accessible to drive even greater relevancy in subsequent interactions.

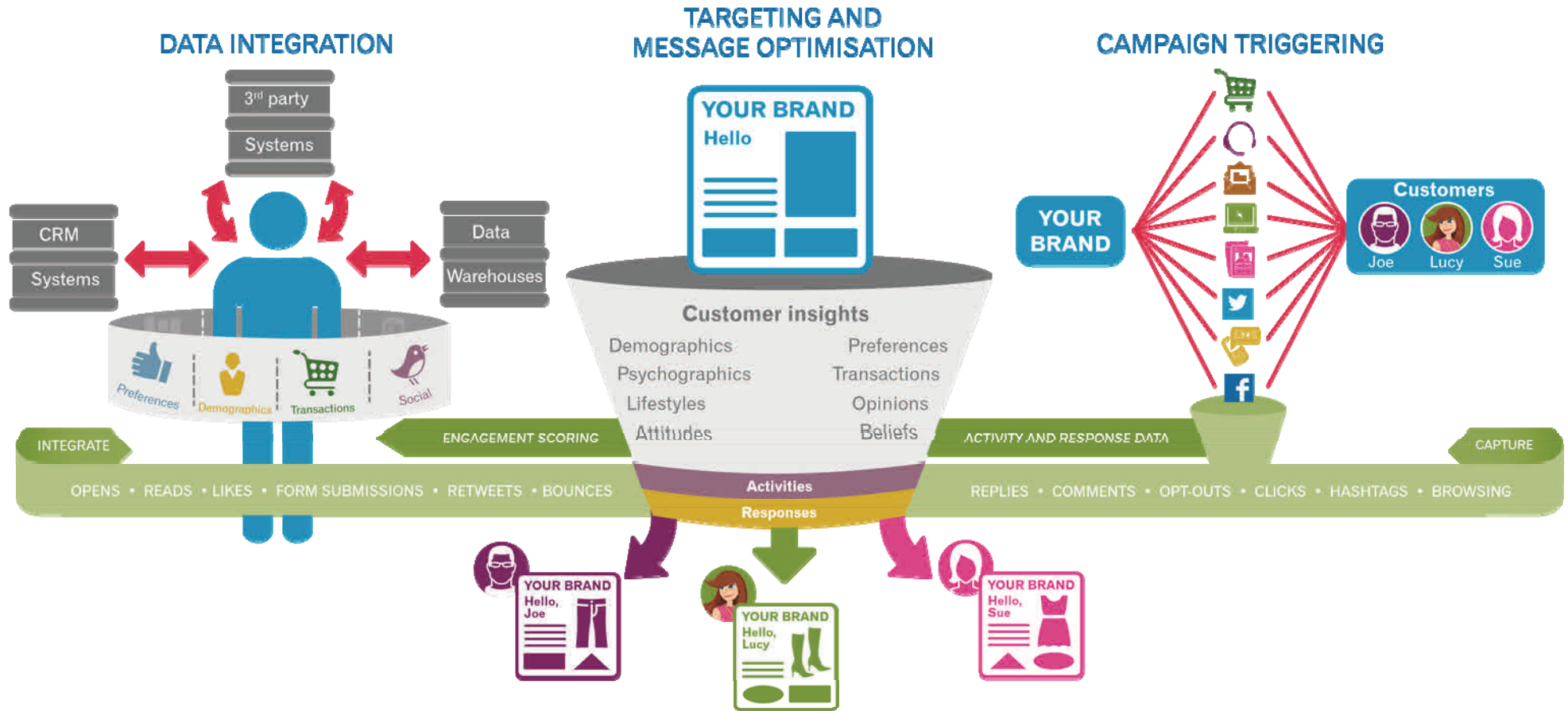
Key features

- **Real-time customer responses:** Immediately capture response behaviour generated from cross-channel campaigns and organically acquired social data, or create custom response tables that store data from Websites, call centres or any 3rd party systems.
- **Event-triggered campaigns and multi-stage programmes:** Manage cross-channel customer activity, create response-based interactions in real-time and/or trigger the delivery of a message in one channel off an activity or response in another.
- **Intelligent, channel agnostic platform:** Experian Marketing Services' cross-channel marketing platform brings marketers the flexibility to execute campaigns across multiple channels or focus solely on individual channels. Channel-specific permissions can be assigned to marketing team members to ensure security and streamlined workflow.



INTEGRATE, OPTIMISE AND INTERACT

... all from a single platform



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To find out more about what Geo Strategies could do for your business go to -
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