

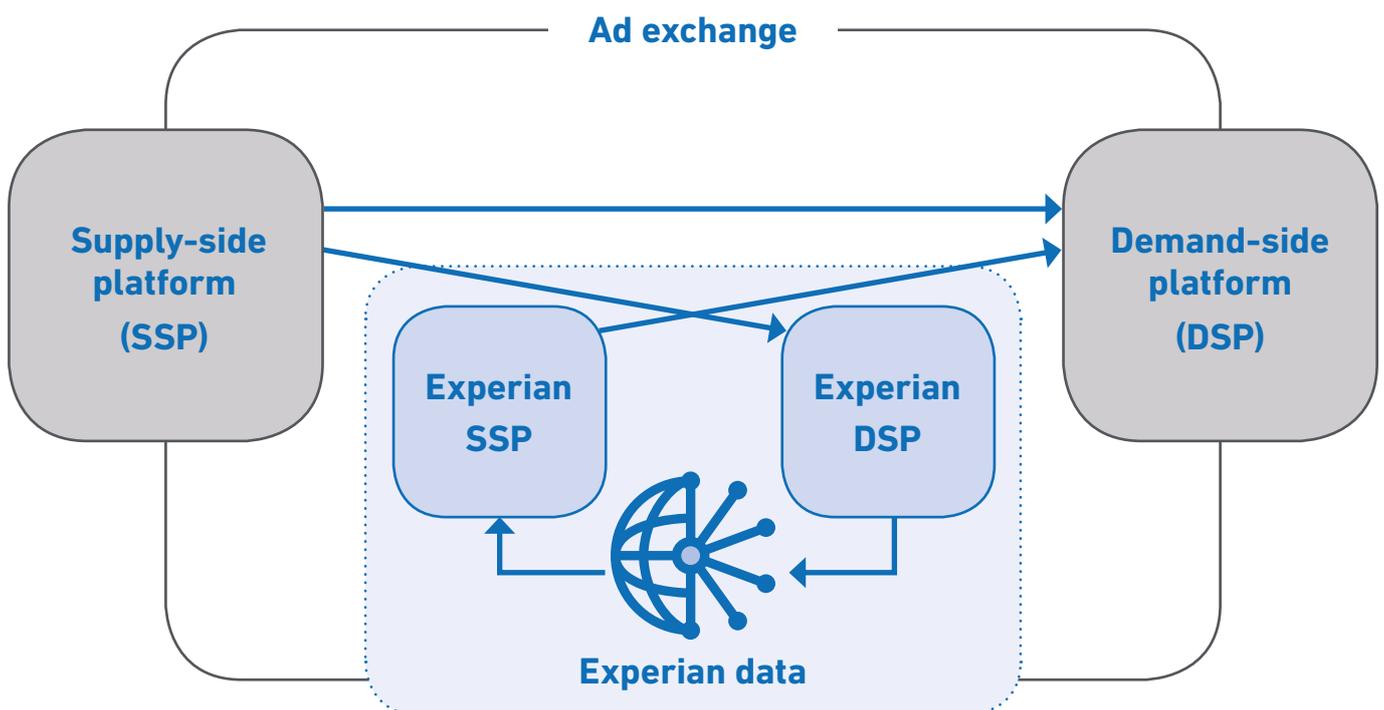
Bid Enrichment

Using Experian data in programmatic advertising to deliver accurate and scalable messaging, improving user experience and reducing media costs

Programmatic advertising allows marketers to buy exactly the impressions they want; but working out which impressions to buy relies on having access to the right data at an appropriate price point. When data is expensive compared to media costs, cheap behavioural data is a common option for marketers. However, to connect with the most relevant and responsive audiences, marketers usually need more accurate, scalable data that can be activated across channels for a consistent, targeted approach.

How does Bid Enrichment work?

Bid Enrichment applies Experian data to a programmatic bid request so that marketers can bid on an enriched auction. Through our native integration with the ad exchange, we can append Experian data, at scale, to the bid request once it's sent to the ad exchange, issuing a simultaneous auction with a deal ID attached. This indicates what data has been appended so that marketers can bid on specific deal IDs through their usual demand-side platform (DSP), purchasing impressions that match their requirements.



Bid Enrichment

Data-driven customer experience

With most consumers expecting excellent customer service and relevant advertising, data is crucial for brands to connect with users. Bid Enrichment can be used to activate Experian segmentations into the programmatic world quickly and securely for a more consistent experience.

Dynamic pricing

With Bid Enrichment, the auction mechanism works the same as an original auction, but acts on both media and Experian data. This reduces costs while allowing bids to be dynamically priced based on the wider auction, with data being traded in real-time at a more cost-effective price.

People-based marketing

With the mass adoption of mobile devices, people-based marketing is becoming increasingly important. Bid Enrichment allows brands and marketers to reach real audiences across various channels and devices, using verified data rather than relying on online behavioural attributes that are less accurate.

Consistent reporting

Reporting is crucial for brands and marketers when it comes to tracking the performance of various media campaigns. With Bid Enrichment you have all the same reporting capabilities as you would when buying media in a traditional manner through your DSP.

Experian data

Bid Enrichment allows advertisers to use Experian data in the programmatic advertising space in the most efficient way. Drawing on hundreds of data points over 50 million consumers, our Mosaic and Financial Strategy Segments datasets are regularly updated and readily available so that you can access these segments whenever you wish. With 30 years' worth of data insight and expertise, we can draw upon the underlying data to help you build robust audience segments, allowing you to reach consumers more accurately based on verified data like household income. These audiences can then be made available to you as a private audience through your DSP.

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