



## Company Overview

Experian CheetahMail is the trusted service provider of email marketing and customer intelligence technologies for top enterprises worldwide. With the industry's largest client services teams, feature-rich email technology and a broad range of data management options, Experian CheetahMail enables clients to build data-driven, relevant relationships with their customers.

Servicing the world's most recognizable brands, Experian CheetahMail's globally diverse client base includes Aer Lingus, Barclays, Borders Books, KLM, A|Wear and The Doyle Collection. Experian CheetahMail, a business unit of Experian Group Ltd. (LSE:EXPN), was founded in 1998 and is headquartered in New York City with offices in Dublin, Los Angeles, San Francisco, London, Amsterdam, Paris, Barcelona, Düsseldorf, Sydney, Melbourne, Auckland, Singapore, Hong Kong, Beijing, and Johannesburg.

## Solutions Overview



### Platform

The industry's most scalable, reliable and secure platform



### Application

The industry's most robust application for creating, managing and analyzing email marketing campaigns



### Services

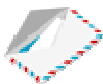
The industry's largest and most experienced team providing a full suite of services

## Relevant Messages



Experian CheetahMail offers the tools you need to **Be Relevant™** to your customers.

Experian CheetahMail's comprehensive suite of online marketing tools and services helps leading organizations around the world build stronger and more profitable customer relationships. By focusing on email marketing and customer data, Experian CheetahMail not only provides enterprises with a true customer intelligence platform, but also enables them to send the most personalized and relevant messages possible.



### Email Marketing

Experian CheetahMail is home to the industry's most advanced and feature-rich email marketing solution, designed to meet the needs of today's enterprises. Our solution enables marketers to develop the most relevant and response-driven customer communications for increased loyalty and higher ROI.



### ReMarketing

ReMarketing uses web analytics technology to track customer behavior on our clients' websites and then deploy email messages based on those behaviors. ReMarketing enables automated, highly-targeted campaigns such as abandoned shopping cart reminders and dynamic offers based on web browsing activity.



### Data Services

Through the combined effort of expert statisticians and advanced analytics, Experian CheetahMail can discover hidden value within our clients' data. Our data modeling capabilities help identify customers' attitudinal and behavioral patterns so that more strategic and profitable communications are possible.



### Data Enhancement

The industry's largest database company, Experian, has the ability to acquire valuable customer data such as email and mailing addresses. This information helps fill in the blanks about our clients' customers and increases the earning potential of their online campaigns.

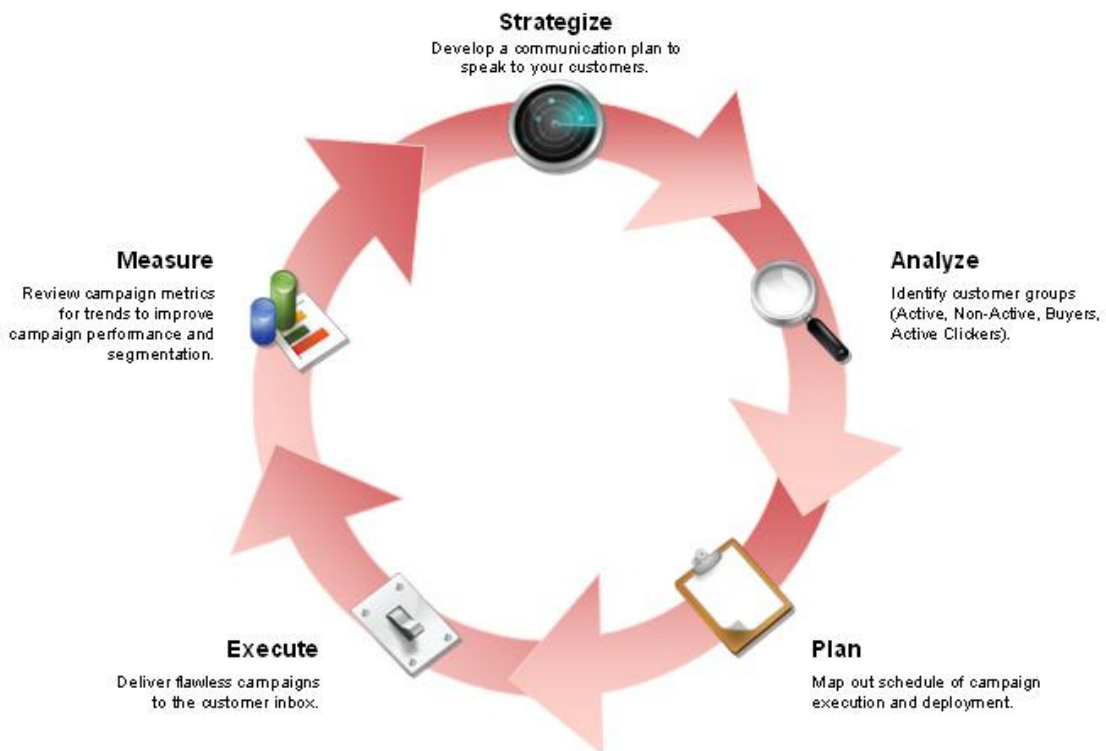
## **Email Marketing**

Through the industry's largest client services team and the most innovative and feature-rich solution available, Experian CheetahMail enables marketers to deliver emails as individualized as their customers.

From retail to healthcare and finance, Experian CheetahMail was built to manage the evolving needs of today's leading marketers from all industries.

Regardless of an organization's needs – advanced reporting, dynamic content, transactional messaging, customer analysis, enhanced deliverability, QA procedures and workflow management – Experian CheetahMail has the technology and expertise to garner the highest level of ROI and customer loyalty for its clients.

Today's customers expect more from the brands they know and love. Experian CheetahMail helps marketers of all industries send relevant communications, reducing list attrition and building more lasting and profitable customer relationships.



## **Remarketing**

Re-engage your customers with timely, relevant, and profitable ReMarketing messages.

By coupling web analytics technology with email marketing in one integrated system, marketers have the ability to track customer activity on their websites then deploy messages to those customers in real-time. ReMarketing messages have proven to typically garner 30% higher conversion rates than standard bulk mailings.

Regardless of the web events marketers wish to act upon – shopping cart abandons, page views, sessions, search keywords, file downloads, registration forms, RSS feeds, etc. – Experian CheetahMail can harness valuable behavioral data for the purpose of enhancing customer interactions.

Experian CheetahMail has simplified the ReMarketing process by offering clients the option to use our own proprietary SiteClarity tags or to work with leading third-party web analytics vendors, whose technologies easily integrate with the Experian CheetahMail system. These features ensure that all ReMarketing messages are sent promptly with minimal client setup involved. Standard and customized reports are also built into the email marketing application, providing easy access to the relevant data marketers need to accomplish their business objectives.

All of the features that Fortune 1000 enterprises need for ReMarketing – flexible implementation models, superior security, automation capabilities, and advanced data analysis – are all built into Experian CheetahMail's ReMarketing engine.

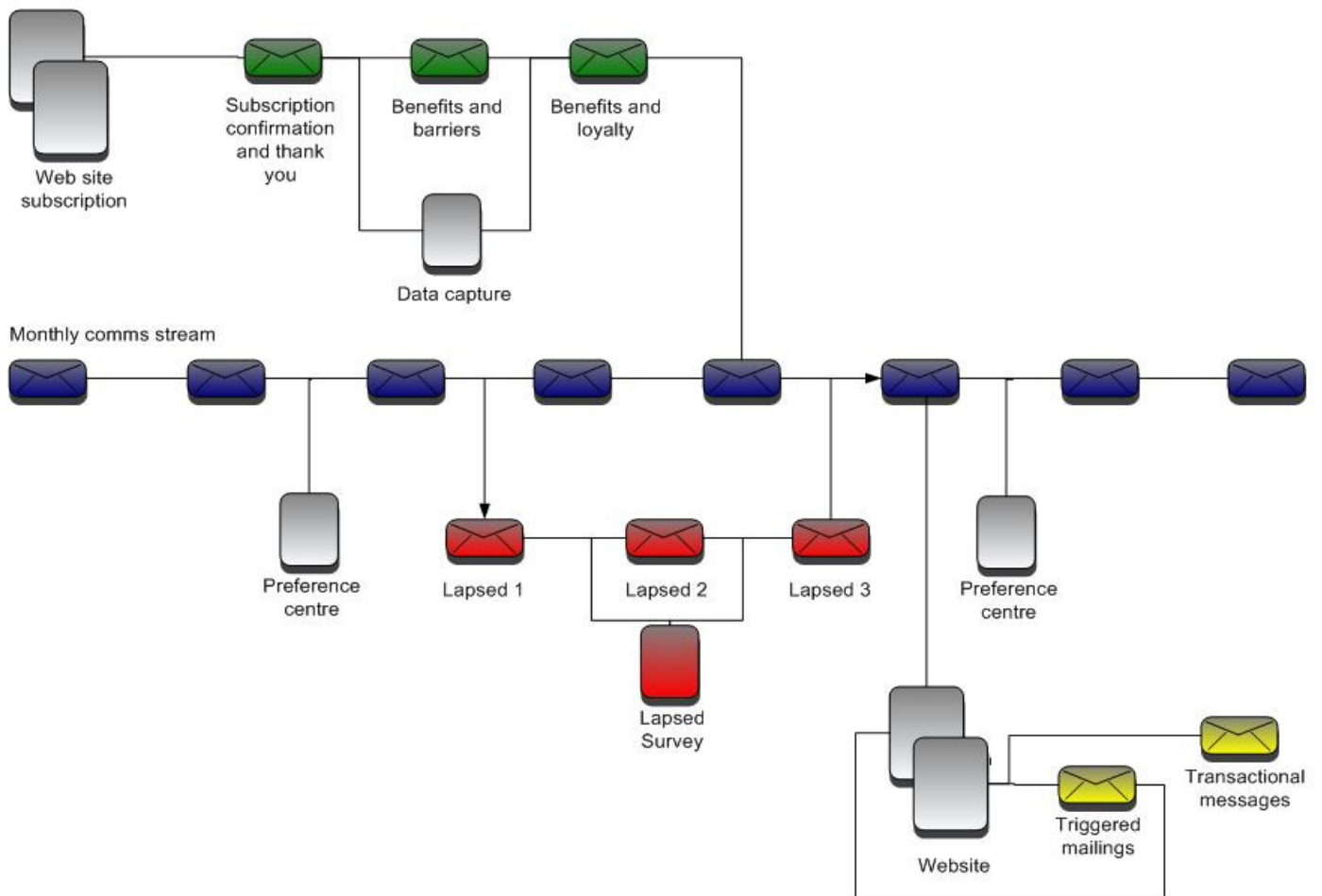
### ***Data Services***

Dive deeper into your customer data to discover its hidden value.

Experian CheetahMail's experienced team of data analysis experts and statisticians provides answers to the toughest questions facing marketers today. Leveraging proprietary statistical models with Experian's world-class databases, our Digital Analytics team is able to make recommendations that are both quantitatively proven and qualitatively relevant.

Our Digital Analytics consulting services provide clients with sophisticated segmentation and measurement tools to derive greater value out of existing data assets.

## Building your Communication Plan



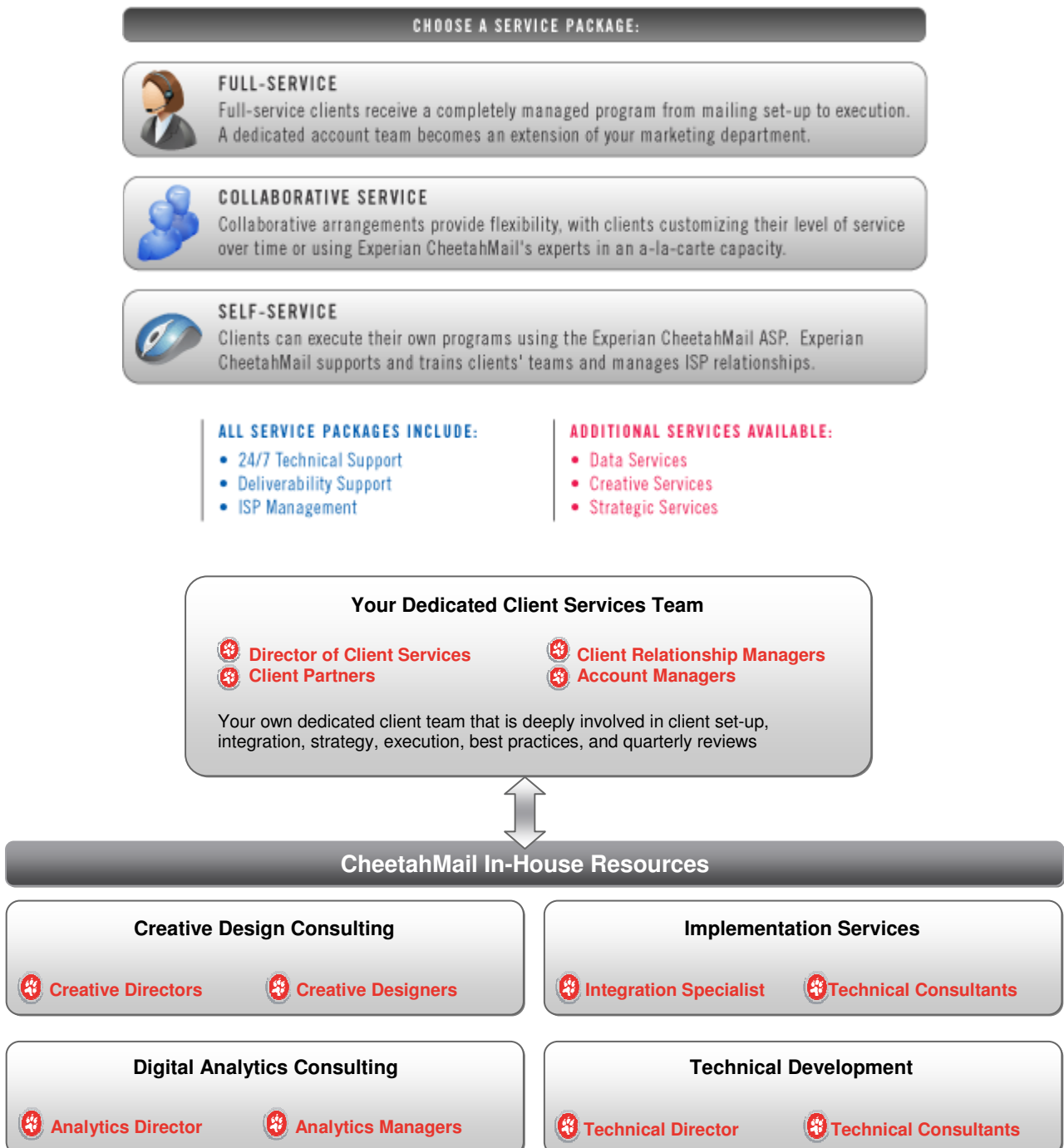
CheetahMail will tailor an exact communications plan for each of our clients including Automated, Integrated and Dynamic emails.

## Service Team Overview

The industry's largest and most experienced client services team has the expertise to successfully manage and develop your email marketing program.

Clients can choose from multiple levels of service to best suit their unique business needs and level of email marketing sophistication. Whether using Experian CheetahMail in a full-service or self-service capacity, all clients receive 24/7 technical support and ISP management and support to ensure that their campaigns are delivered flawlessly.

Experian CheetahMail also offers specialized areas of expertise, such as [Creative Services](#), [Strategic Services](#), and [Data Services](#) for clients looking to optimize specific aspects of their email programs.



## Strategic Services

Maximize the success of your email program with strategic insight.

Learning to navigate the email channel takes practice and know-how. While all Experian CheetahMail clients are assigned a dedicated account management team, clients seeking more strategic insight and customized planning have access to our team of strategists.

Clients in the initial stages of their email programs as well as those implementing complex, multi-channel programs leverage Experian CheetahMail's strategy experts to help them maximize the value of their programs and meet business objectives.

Specific strategic service offerings include:

- Online marketing program goal definition
- Customer contact strategy design
- Segmentation analysis
- Campaign strategy, analysis and optimization
- Dialogue marketing design: customer lifecycle, event and behavior triggered messages
- Comprehensive testing strategy deployment - subject line, creative, content, segment, offer and message frequency
- Personalization and dynamic content deployment
- Acquisition strategy development - append, list rental, co-registration / co-marketing, registration, viral marketing, ECOA
- Retention strategy development
- Viral marketing strategy design - Refer-A-Friend
- Survey design
- Multi-channel marketing program integration: coordination of email marketing and web site analytics efforts with other online and offline marketing activities
- Customer advocacy and privacy strategies
- Benchmark creation and analysis

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