

# iMarketer

High speed, high capacity, cost effective, intuitive business intelligence from your desktop.



The challenge of implementing truly multi-channel marketing activities is intensifying with email marketing, MMS and social media increasingly becoming part of today's marketing mix. Now more than ever, marketers are constantly looking for cost-effective, easy to use, results driven business analysis tools to enable their multi-channel communications. Juggling data management, campaign creation, deployment, analysis and reporting needs to be done in a consolidated manner to free up the time of marketers to do what they do best; nurture meaningful relationships with customers and prospects.



Experian iMarketer is a high performance, multi-channel analytics, reporting, modelling and campaign management database solution. A wealth of customer, account, transactional and product data can be integrated in one single database with the option of overlaying Experian's extensive range of enrichment and prospecting data onto this.

Extremely flexible, Experian iMarketer can be hosted either in house by the client or externally by a 3rd party, and is easily configurable to any internal systems architecture. Experian offer a complete range of consultancy services to take you from business case, through implementation to seeing tangible ROI.

## Benefits

### Generate greater value from your customer base

- Integrate customer, product, transactional, contact and response data into a single database to have a complete view of the relationships you have with individual customers
- Create a comprehensive single customer view, using Experian proprietary name and address matching solutions to enable improved targeting, relevance and effectiveness of each marketing message you deliver
- Gain greater insight into a customer's lifestyle and future behaviours by overlaying Experian's wealth of enrichment data onto the contact base

### Maximise your budget

- The modular structure enables organisations to develop the solution over time, according to individual requirements and budget
- Easy to use software tools empower marketers with the ability to undertake tasks which would traditionally require IT resource

### Support increasingly complex multi-channel marketing strategies

- Integrate online and offline contact and response data to deliver the most effective and efficient multi-channel campaigns. Deliver the right message at the right time, via the right channel
- Enable multi-channel marketing including integrated email deployment and automated campaign response updates, via the industry leading Experian CheetaHmail email platform

### Improve access to customer data and business MI

- Make customer information, marketing performance and KPI reports available to the wider business through intuitive, user friendly reporting dashboard tools
- Analytical, modelling and reporting tools enable marketers to quickly and easily create a range of marketing performance related reports on the fly
- With simple click and drag functionality you can build your own models with the capability to analyse hundreds of millions of records in seconds

- Easily incorporate 3rd party data such as Experian's complete range of proprietary data assets – Contact, Credit, Suppression, Enrichment, Spatial

### Specifications

The core package includes:

- Experian's unique, proprietary name and address cleansing and match key processing software to enable the creation and maintenance of a comprehensive single customer view
- iLoader ETL tool for the creation of bespoke automated data loads
- Proprietary Alterian database engine for extremely rapid load and query performance
- Intuitive and easy to use Data Discovery and Visualisation (DDV) module
- Analytical reporting module for the creation of ad hoc and automated reports

Clients can also pick and choose from additional software and data packages to customise their iMarketer solution to meet specific business requirements and budgets.

Experian also offer a complete range of professional consultancy services to support you at any stage of your marketing cycle and use of iMarketer:

- Business case development
- Online and offline data integration and digital marketing strategy
- Bespoke report design and delivery
- Analytical, consultancy and strategic planning services

### About Experian Ltd

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

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**Contact us today**

**T 0845 234 0391**

**contactmis@uk.experian.com**

**www.experian.co.uk/mis**

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