Powerful First-Party Collaboration at Scale

Unlock the full potential of your first-party data with Experian Identity and Consumer Intelligence within the InfoSum Data Clean Room. With direct access to rich consumer-level data in a secure easy-to-use platform, businesses can discover new insights about their existing customers, extend match rates, improve targeting, and optimize campaign performance all with a just a few clicks.

Within the InfoSum Secure Data Clean Room, marketers can securely connect to Experian identity and audience segments to maximize their data-driven strategies.

- **Identity Bridge:** Extend match scale and accuracy with Experian identity graph
- **Retail:** connect to the largest and most comprehensive resource for retailers
- **Auto:** comprised of predictive ownership and in-market car buyers
- **Healthcare:** health and well-being attributes for pharma, doctors, and retail

How it works

Match
Seamlessly create a bridge between two or more datasets when a common key does not exist to enable multi-party collaboration at scale.

Extend
Boost scale and accuracy with Experian 250+ million U.S. consumers and 126+ million households to maximize reach and performance.

Enrich
Enrich audience profiles with insight from the Experian Consumer View, Auto, or Healthcare datasets to refine and improve targeting.

Activate
Build, activate, and optimize audience-based campaigns across top-tier media owners with enriched and enhanced audiences.

Extend scale and accuracy of first-party data
Safely harness the full power of Experian identity data to connect with partners and extend match rate scale, accuracy, and performance with ease

Best in class audience insights and identity data
Experian delivers the highest-resolution picture of people possible with 270+ million U.S. consumers and 126+ million households, so you can connect with confidence.

Fast, easy, and effective collaboration without risk
InfoSum platform tools, drag and drop functionality, and error-proof software puts everyday users, in the driver's seat to execute at rapid speeds without risk.

Identity Bridge

InfoSum and Experian make it easy to expand the reach, scale, and accuracy of your audience-based campaigns with our privacy-safe Identity Bridge. Connect directly to Experian graph of 250+ million individuals and 126+ million households to enable direct connection with collaboration partners.

- Create an identity bridge when a common identifier does not exist
- Generate instant match rates to test partner relevancy and scale
- Extend match rates to boost addressable reach and accuracy

Retail

Power your retail media network with the largest and most comprehensive consumer data in the US. Enrich first-party data with demographic, behavioral, financial, and life event intelligence to maximize media performance and yield.

- More than 50 years of historical information and industry experience
- The freshest data, compiled directly from hundreds of sources
- Thousands of data attributes that reveal demographics, purchasing habits, lifestyles, interests and attitudes
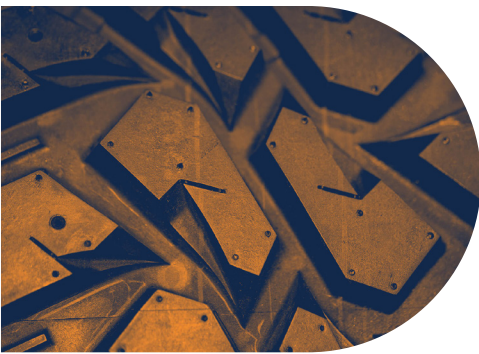
Auto

Connect and engage with the right buyer at the right time with comprehensive auto-intender intelligence match directly to your existing customer base.

- Insight on 800 million+ vehicles in the U.S. and Canada
- 600+ syndicated auto audiences
- DPPA compliant vehicle purchase data
- Connect with in-market auto shoppers and auto owners
- Powerful attributes including make, model, year, price, etc.

Healthcare

Maximize the impact and performance of your first-party data strategies with safe and secure access to Experian health intelligence via InfoSum.

- 100% addressable and permissible reach online and offline
- Enriched patient profiles with demographic, household, lifestyle and interest data
- Connect with high propensity patients including, active health managers, eco-friendly, exercise regularly, good patients, healthy eaters, and more
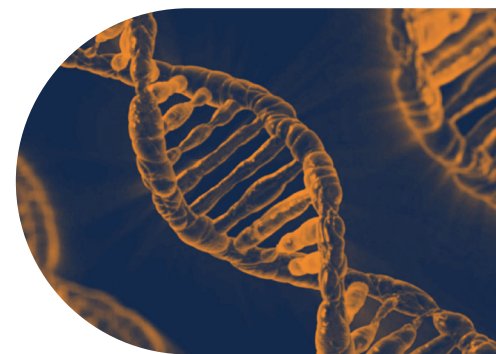
Ready to get started?

Contact us for more details, to book a demo, or for pricing information.

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