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MarketingConnectSM helps make the big picture clearer

The more you know about your customers, the better chance you have of creating campaigns that speak to them on a personal level. And the more those campaigns speak to them, the more they'll show their loyalty to your brand. But it's not just about creating that connection—it's about seeing the benefits of that new connection in action.



That's why **Experian's identity resolution solution, MarketingConnectSM**, leverages our powerful Audience Engine platform to assist with campaign management, and OmniActivationTM for media outreach with over 150 partners. You can also use our closed-loop campaign measurement to understand and optimize the effectiveness of a cross-channel campaign. Using these tools and more, you'll see the effectiveness of full-scale consumer connection in action, and have the opportunity to build more chances for connection based on up-to-the-minute data.

Learn more about MarketingConnect here:

[Learn more](#)

You can also contact your Experian sales representative or email us at experianmarketingsolutions@experian.com to learn more.

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