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Experian's OmniActivation™ was built to address the problems that plague today's marketing campaigns in the financial services sector.

Maybe you have a ton of credit or insurance data, but you don't know what to do with it. Or you want to place a media buy, but you're not sure where to start or don't have the resources. Perhaps you need assistance with campaign management and reporting, but you're having trouble finding the right partner. **[Experian's OmniActivation Strategic Services](#) addresses all these issues, and more.**

With Experian's OmniActivation Strategic Services, our media buying service, you can count on:

- **A data-driven approach:** The right audience is targeted with the right message at the right time.
- **Access to premium inventory:** Access to nearly any type of media with Experian's powerful Audience Engine campaign tool.
- **Expert campaign managers:** A dedicated campaign manager to help define your goals, audience and media placement, and work optimize your campaign every day.
- **Superior campaign reporting:** We'll deliver closed-loop reporting at the end of the campaign to evaluate online and offline effectiveness.

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Read more about OmniActivation Strategic Services on our [website](#), or email us at experianmarketingsolutions@experian.com for more details.

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