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Take your customer interactions to the next level with MarketingConnectSM

Dear Jill,

Creating a deeper connection with your customers can be a challenge. Between disjointed offline and online data, fragmented identity across marketing channels and considerations around accuracy and scale, it's difficult to offer truly personalized, relevant and timely interactions. This can negatively affect your marketing campaign on multiple levels.

Experian's MarketingConnectSM has the tools you need to address these challenges. Using ConsumerView, you can gain a 360-degree view of your customers and prospects. We produce persistent IDs, allowing you to continuously link information to a single common ID. Our audience insight and analytics tools help you understand more about your consumer and their habits.



And with ID management solutions for first, second and third-party data, you'll get full customer data integration, making it easier for you to identify your consumers, address their needs, and create a connection based on shared information.

Download our white paper to learn more about the benefits of identity resolution:

[Download now](#)

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

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