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Research has shown that today's consumers shop with their emotions—and nowhere will you see the full spectrum of emotional highs and lows than at the next Big Game, arguably the first big event of the New Year. But did you also know that it's a huge day for retail, too? It's true—people who don't watch the game tend to pass their time shopping.

**Huddle up with Experian to get a running start at making your first sales touchdown** of the year. Using data and analytics, Experian can help you initiate meaningful engagements to better understand existing customers and find new ones.

We're ready to help you identify your best customers, create messaging that resonates, activate your message on the right channels, and measure the impact of your campaigns.

[Learn More >](#)



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