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Tune into your audience with Connected TV

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Still advertising on traditional TV? That doesn't guarantee your message will reach your intended audience—and don't get us started on streaming channels and other online outlets. These issues, coupled with fragmented data and complicated metrics, can make viewer-based marketing buys a major minefield.

Experian's Connected TV doesn't just address these issues; it **changes the game**. Connected TV can help you...

- **Target your audience more effectively** using first- and third-party data, combining your information with ours for the ultimate in audience recognition.
- **Find your audience in the streaming world's most beloved TV shows and movies**, and make sure they don't miss your message.
- **Retarget & re-engage with multiple viewers within the same household**, regardless of the device from which they're streaming.
- **Measure your campaign with precision** using next-generation, top-of-the-line tools and metrics that show your success (or areas needing improvement).

Connected TV gives you the power to pinpoint pertinent viewers and advertise on streaming-compatible devices, ensuring you'll reach your audience on every platform and device they watch. With countless viewing opportunities across multiple platforms, Experian can help you target viewers—no matter what and where they watch.

Ready to grab those eyeballs? Learn more about Experian's Connected TV on our [website](#).

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www.experian.com/markingservices

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