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### Get more out of your next campaign

One of the keys to a successful marketing campaign in financial services is targeting the right audience, and you need the right data to accomplish this. The banking, insurance and fintech industries have shifted to a more personalized approach. Do you know who your customers are, and how and where to communicate with them?

Experian's [OmniActivation™ Strategic Services](#) can take all the guesswork out of your next digital campaign and help you provide a next-level customer and member experience. We'll manage your data-driven digital campaign based on your unique objectives. We can help you determine your goals and define your audience, then we'll prep, launch, optimize and measure your campaign.

Using our data, expertise and activation partners, Experian can help you get the most bang for your limited marketing buck.

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

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8/27/2019

Here's how to make your marketing budget go the extra mile, Jill

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