



Email Insights from Experian Marketing Services

Understand more about your customers engagement



Do you want actionable insights into your email data?

How about learning more about each individual email address?

What if you could combine what you know with the findings from others?

Well, Experian Marketing Services has launched its Email Insights initiative to enable you to do exactly that.

We want to help companies get to know their customers - and what better way to do this than using insight on how they behave with other brands across the same channel?

Experian's Email Insights enable our clients to base their communications on a universe of insight rather than just their own.

What is Email Insights?

Email Insights is a ground-breaking initiative designed to harness the power of group data to enhance companies' understanding of their own customers. Thereby enabling brands to improve their customer communications – based on how individuals actually behave.

When a new member joins the Email Insights consortium Experian cross refers their data with data from all existing members. Where individual email addresses match, the behaviours and activity of that individual will be analysed and a fuller picture of that person created. This fuller and more concise picture of each customer will then be fed back to the brand.

Why should I join Email Insights?

Members will receive a monthly Email Insights benchmark report illustrating their individual campaign results compared against the wider consortium, plus enhanced customer information.

These enhancements include:

- An individual customer's **Activity Score** – showing the levels of activity based on the number of times that person has received and opened email campaigns – regardless of the brand
- Each customer's optimal day of week, time of day and device preference
- **Email Type** – a score aligned to an individual's primary, secondary and other email address for people with multiple email addresses
- **Multiple Users** – an indication of the number of people associated with each email address

Those taking part in the initiative will also receive a six-monthly consumer profile report, using the latest version of Experian's demographic tool Mosaic, to show any skews in the characteristics of the member's customers.

What will this allow me to do?

Using the report and your enhanced data you will be able to better engage with customers as you will know more about them. This understanding will help you tailor your communications and maximise cross-channel budgets, which will result in more relevant messages and value to both you and your customers.

Through the unique offering that is Email Insights, marketers will have the ability to link online and offline customer profiles and provide deeper insights into their email marketing.

Security, anonymity and Experian's promise

Experian is a tried and tested data controller and is dedicated to its role as a data guardian.

Data will be fully anonymised and aggregated to protect a brand's identity. Email address and other personal identifiable information (PII) is never shared. Email Insights only returns enhanced insight if another member holds the same contact record so it can 'match' to it. In other words, the email address has to have more than one contributor for the process to work.

To maintain the security and safety of all Email Insights participants Experian promises to:

- Anonymise all first party data
- Only keep hashed email addresses along with an Experian ID and action data in the Email Insights database

In short, we follow best practises from our decades of managing consortiums and sensitive customer data.

Who can join the Email Insights consortium?

There are some minimum criteria that members need to meet in order to join the

initiative, some of these are highlighted below:

1. Do you have consent to share your data with third parties for analysis purposes?
2. Do you email your base at least twice a month?
3. Does your customer file consist of at least 650,000 records and are you willing to share it in its entirety?
4. Do you have at least 12-months of KPI data (delivered, opened, email clicked etc.) from your email service provider?

How to become an Email Insights member

If you want to join the consortium and are looking forward to reaping the rewards of a deeper and clearer understanding of your customers then contact Experian Marketing Services to speak to a consultant.

Find out more about Email Insights

To find out more about the Email Insights initiative, or if you have any specific questions you'd like to ask, check out our FAQs section on the next page or give us a call on: [0845 234 0391](tel:08452340391)

FAQs

Will my competitors be benefitting from my data?

Not directly and to no greater extent than you will be benefitting from their data. Your data will be used in conjunction with data from all Email Insights members – so yes, in theory, it is possible that should one of your competitors also be a member each of you will benefit from elements of the other's data.

However, the consortium will not be handing its members new leads. Rather its function is to provide its members a clearer and more thorough view of the data it already holds. Potential competitors that are also in the consortium will only receive deeper insights for the data they originally provided, not information for customers hitherto unknown to them

Remember, Experian are the data experts and will only allow organisations that have a strong and reliable data set to join the Email Insights consortium. Every member will be actively contributing their data to the benefit of all involved. There are no free rides and Experian will not allow any member to exploit the consortium unfairly.

Is my data safe?

Experian is a world leader in information services and data. Our role as a data controller is integral to our identity. We understand that a company's data is extremely valuable and in many cases is the result of huge investment and hard work. We promise to keep your data safe and to not distribute it to parties outside the consortium or through any other channel that could endanger the value and integrity of that data to the consortium member.

Will Experian be using my data for other means?

No, Experian is not able to use the brand member's customer data for anything other than creating data linkage and deriving the insight which is shared across the consortium.

Please note that the derivative output (created models and variables) are owned by Experian.



What's in it for Experian?

Our goal at Experian Marketing Services is to bring brands and their customers closer together. The Email Insights initiative helps companies better understand their customers so that they can engage with them in a more efficient and responsible manner. This not only improves the performance of the organisation's marketing but, and this is one of Experian's core beliefs, it also provides a better experience for the consumer.

Can I see who else is in the consortium?

Experian's aim is to work with trusted brands and organisations to bring together a large consortium of consumer records with the end goal to help brands learn more about their customers and improve the experience of customers engaging with brands.

If you are happy for your brand to be named to other members then we will in return disclose those brands that have given permission. If you would rather remain anonymous that's fine, however we are unable to share the other member details.

What if my data is not 100% or has some gaps?

In addition to deriving valuable insight on factors - ranging from consumer behaviour to email marketing - Experian is able to link consumer data to other products and services, such as ChannelView, to help fill the gaps in a brand's email data.

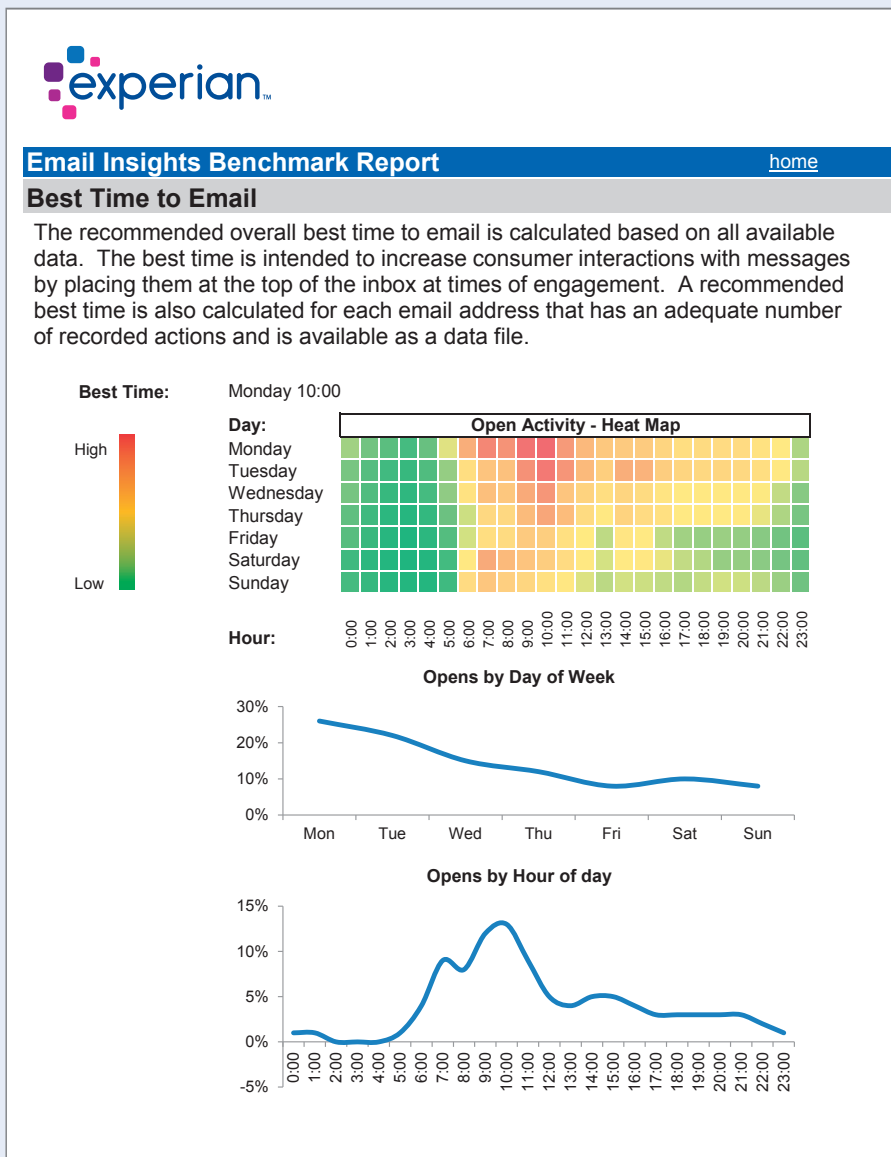
ChannelView

- Append name and postal address to connect customer profiles
- Connect your online and offline products to better understand your customers' purchasing behaviours
- Average match rates between 30 percent and 60 percent

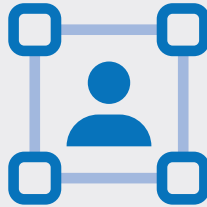
It doesn't end there, data linkage enriches email data with any of Experian's demographic and psychographic model, plus 500+ consumer lifestyle variables such as age, gender, number of children and household income.



Example of the benchmark report



Profile of user preferences



Dana's Email Insight Profile

Activity score:



68/100

Preferred Device:



Laptop

Optimum Time / Date:



Monday @ 7pm

Email Type:



Secondary

Number of users:

1

Personal

Mosaic demographic profile:



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