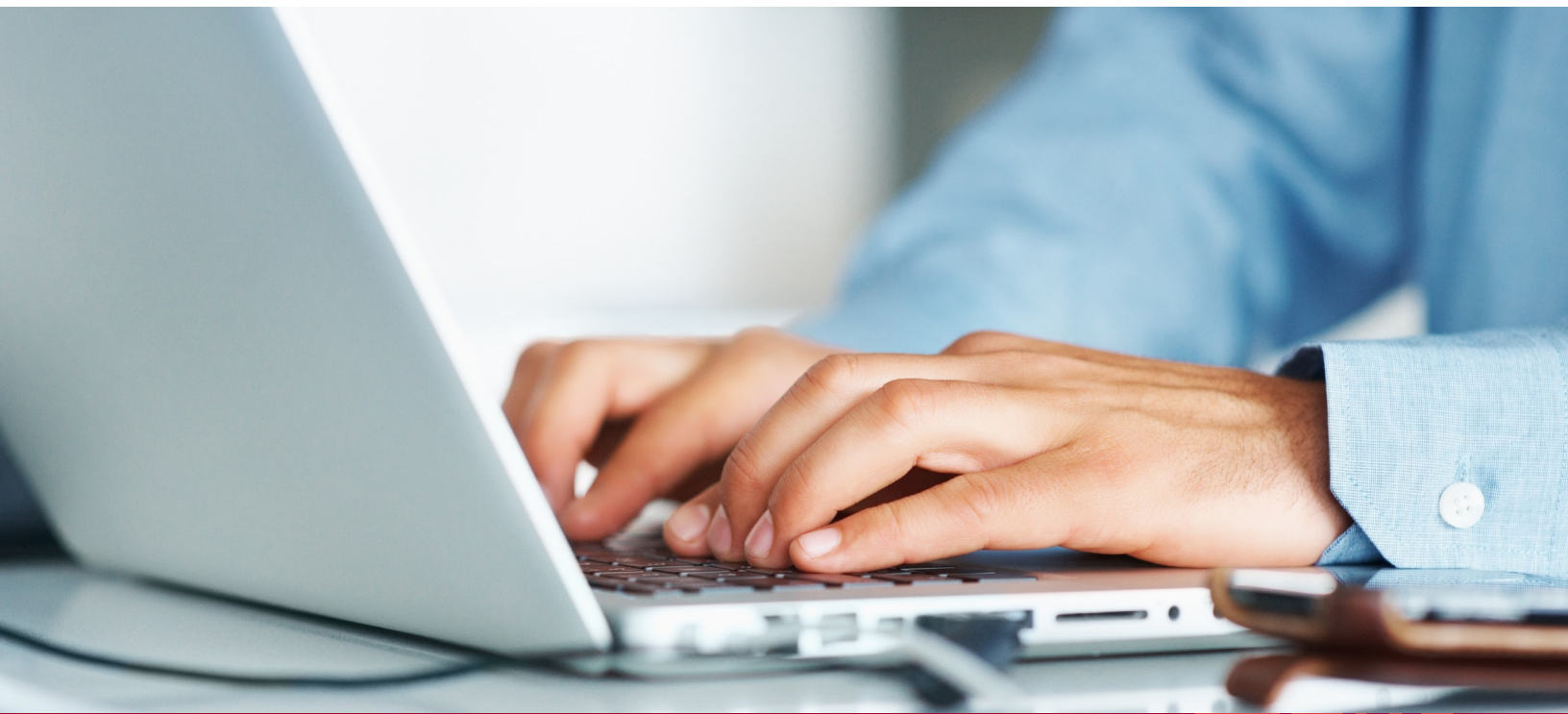




Digital Marketing Solutions

Empowering Marketers with Consumer
Financial Insights for Effective, Efficient
Online Marketing

IXI Services' Digital Solution Suite



Digital Marketing Solutions



Audience profiling, targeting and measurement tools to help companies invest with confidence in the growth opportunities offered by online marketing.

The Unique Foundation of Our Insights: Wealth-based Audience Insights

For nearly 20 years, IXI Services has helped marketers differentiate consumer households and neighborhoods based on wealth, income, spending capacity, share-of-wallet, and share-of-market. Now, we offer online marketing solutions to help companies improve online marketing performance by targeting the right audience for their brands.

IXI Services' digital solutions can help you:

- **Profile:** Better identify audiences with the right financial characteristics for your campaigns
- **Target:** Deliver more ads to optimized and qualified audiences
- **Measure:** Quantify the effectiveness of your online advertising investments via online/offline direct measurement

Digital Marketing



Audience Profiling

Understand your ideal audience in terms of IXI Services' financial measures.

Audience Targeting

Reach your target and avoid wasting impressions on unqualified visitors.

Performance Measurement

Measure the success of your campaign and optimize your next.

Audience Profiling: Identify your Ideal Target Audience

No matter what your objectives, your success depends on understanding and reaching your target audience. Our AudienceIntel™ analysis is a powerful tool for identifying who you should be targeting with your advertising. Is it mass affluent households? Self-directed investors? Households who are likely to prefer a prepaid wireless plan?

By analyzing your audience base through our AudienceIntel solution, IXI Services helps you understand the financial profile of your site visitors, what types of customers respond, who converts.

We then help you apply this knowledge about your target audience to reach them at scale with your advertising.

Audience Targeting: Leverage Financial Insights

To enable advertisers and agencies to target audiences online with ease, we have built intuitive targeting segments based on our proprietary measures of households' financial capacity, propensities, preferences, and behaviors. These segments leverage IXI Services' foundation of direct-measured asset data, aggregated credit information from Equifax, and our proprietary segmentation systems.

For more information, go to
www.ixiservices.com

With IXI Services Digital Targeting Segments, advertisers can target online audiences using a range of financial and behavioral characteristics, as well as industry specific segments for industries such as auto, insurance, retail, telecommunications and travel. We can also build customized segments to match specific client needs.

Targeting Segment Categories:

- Wealth
- Financial Capacity (Income, Spending, Ability to Pay)
- Investment Style
- Retail Bank Propensity
- Insurance Propensity
- Mortgage
- Credit Card
- Aggregated FICO®
- Auto Purchase
- Auto Finance/Credit
- Travel, Leisure, and Entertainment
- Cable, Telco, and Wireless Segments

All our digital products are built from **anonymous, offline aggregated neighborhood level data.**

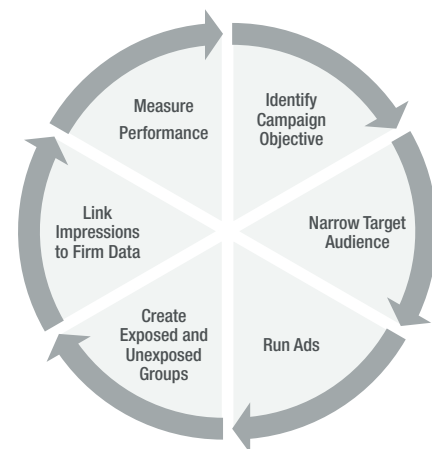
Measurement: Audience Verification and Closed Loop Attribution™

Audience Verification

IXI Services' verification analysis can be applied to answer critical questions about the effectiveness of your reach and message and to determine the value of your delivery channel. Most importantly, is your ad or site actually being viewed by your desired target audience — those likely to have the right financial profile for your offer?

Closed Loop Attribution

Advertisers need to connect their online ad spend to their bottom line. Our proprietary Closed Loop Attribution measurement solution allows marketers to measure — in a repeatable and turnkey manner — the impact online advertising has on firm-specific metrics and revenue, whether the 'conversion' was done online or offline.



Contact Us Today

Call today to learn how our Digital Marketing Solutions can help strengthen your business.

Phone: **800-210-4323**

Email: **digital.ixiservices@equifax.com**

Web: **www.ixiservices.com**