



EQUIFAX[®]

Addressable TV advertising

Target specific audiences with your TV ads

Television ads cost big bucks. That's why advertisers and their agencies should take advantage of new, more targeted TV ads to better reach their optimal audiences.

With addressable TV, marketers can go beyond the traditional reach and frequency of TV ad buys to better connect with their target audiences. Audiences can be defined by virtually any segmented attribute including company transaction and loyalty data, income, attitudes, behaviors, and likely financial and economic profiles, or any other characteristic a company uses to define its audiences for direct mail and other digital campaigns.

Now you are on your way to more measurable omni-channel marketing

Equifax helps advertisers implement addressable TV campaigns by joining forces with top addressable TV providers (including Altice and DISH[®] Media Sales). What's more, Equifax assists marketers in measuring the impact of their addressable TV ads in terms of company-specific metrics and KPIs through our closed-loop attribution solution. The result — better understanding of the effectiveness of your ad spend.

Whether your target customer is an affluent, retired couple that is a member of your loyalty program or a middle-class family that may not have heard of your brand before, you can reach them with a relevant message during the shows they enjoy.

Key benefits

More securely and accurately reach addressable television (TV) audiences at scale by leveraging Equifax relationships with top addressable TV providers (including Altice and DISH[®] Media Sales)

Deliver targeted ads on TV and evaluate results with closed-loop campaign measurement



With addressable TV, **six audiences might see six different commercials** during the same 30-second spot.

Why Addressable TV with Equifax?

Addressable TV is just starting to become a main-stream component of many advertisers' media mix. Why is Equifax a strong choice to help you integrate addressable TV into your marketing strategy?

- 1. Leverage our extensive industry relationships:** Equifax already works with leading cable providers (including Altice and DISH® Media Sales), allowing our clients to access millions of households. In addition, we work with top integrators that provide programmatic buying and selling of TV ad spots. Together, these relationships allow our clients to avoid setting up individual contracts with multiple providers and instead gain quicker and simpler access to the addressable TV ecosystem. As a neutral third-party, we leave the choice of networks and run schedules up to you.
- 2. Advance your omni-channel execution:** If you are already working with Equifax, then you likely already have a standardized process in place to securely transmit data to us. We can take you well beyond customer segmentation to:
 - Onboard your offline customer and prospect data to an online format
 - Enhance your key segments with our proprietary consumer financial measures and segmentation
 - Execute addressable TV campaigns as part of your omni-channel marketing strategy, as well as online and mobile
 - Measure campaign effectiveness with closed-loop attribution and benefit from our analytical expertise to evaluate results and modify your strategy for next time

Equifax works with leading cable/satellite providers, allowing advertisers to reach millions of households.

Get started with Addressable TV advertising today

1. Onboard

Onboard your target audience for your addressable TV campaign. Use your company's unique segmentation attributes or enhance your data with financial and economic insights from Equifax.



2. Activate

Leveraging extensive industry relationships, Equifax anonymizes and matches the target audience for use by cable/satellite providers (including Altice and DISH® Media Sales).



3. Determine reach and set schedule with cable providers

The advertiser and the cable operator determine the quantity of households that fit the profile of the desired target audience and set the run schedule by coordinating with programmatic buying partners.



4. Run TV ad campaign

Targeted ads are served to households that match the desired audience.



5. Measure performance

Equifax can help measure campaign effectiveness by matching audiences who viewed the ads with the marketer's offline conversion metrics.



USISmarketing@equifax.com • equifax.com/DDM

Neither these materials nor any product described herein were developed or intended to be used for the extension of credit to any individual, nor may they be used for purposes of determining an individual's creditworthiness or for any other purpose contemplated under the Fair Credit Reporting Act, 15 U.S.C. § 1681 et seq

Copyright © 2023, Equifax Inc., Atlanta, Georgia. All rights reserved. Equifax is a registered trademark of Equifax Inc. All other trademarks are the property of their respective owners. 23-12888910