In a digital world, building a relationship with your customers through customer insights is critical to long-term success. We believe that to gain the customer insight required, you need to break down data silos, combine customer records, and then leverage third-party insight to augment that insight. Experian Aperture Data Studio gives you the power to consolidate disparate data and then enrich that information in the same application with Experian ConsumerView℠, one of the most comprehensive demographic and behavior files on the market. By bringing together the power of your data and ours, you can gain a deeper understanding of your customers to make smarter decisions that drive a more tailored customer experience.

Enrich your understanding

Gain deeper insight
After you leverage Experian Aperture Data Studio to consolidate your records and develop a trusted data source, you can augment those records with Experian data. This can be done in a single platform that’s easy-to-use and flexible within your environment.

Understand your customers
Enrich customer records with a wide variety of attributes from Experian’s ConsumerView℠ data on 300 million consumers and 126 million living units to:

- Develop general predictive information about households and individuals
- Personalize and segment communication based on a better demographic understanding of your customers
- Use Experian-established scores to act on the likelihood of purchase behavior like in-store, online and “share of wallet” across multiple purchase categories

General demographics
For greater consumer insight, we start with general demographics. Information like housing data, or life stage can have a big impact your relationship with the client.

Lifestyles
Understand the lifestyles of your customer, determining if they are avid travelers, a loyalty program participant, or focused on a green lifestyle.

Consumer preferences
You want to connect the right message with your consumers at the right time. Some of that comes down to individual preference. Experian data can help you understand consumer preferences to communicate in the best way for that individual.

Vertical bundles
We want to make this as easy as possible for you to get value from new insight. We created vertical bundles to help industries start looking at insights most relevant to their field.
Benefits of Enrichment for Experian Aperture Data Studio

**Gain consumer insight**
Leverage trusted Experian consumer records for a more comprehensive view of your customers.

**Empower business users**
Drag-and-drop workflow elements enable business users to build complex data processes quickly and audit their work.

**Richer insights for analytics**
Export the consolidated records and enriched information to your favorite business intelligence or visualization platform for faster, richer insight.

Data enrichment made easy

It can be difficult to go through the vast array of enrichment data in the market to find the right data elements for your business. We've done the hard work for you. Based on our clients, we have selected data bundles for specific industries to help you get the most out of new data elements as quickly as possible.

**General demographics**
- Date of birth
- Marital status
- Dwelling type
- Children (with age range)

**Financial services**
- Financial planning
- Credit card preferences
- Investment history
- Home ownership details

**Retail**
- Buying type and preferences
- Online vs. in-store
- Household expenditure
- GreenAware

**Data bundles available for:**
- General segmentation
- Retail
- Financial services
- Insurance
- Government
- Energy/Utilities/telco
- Media
- Travel/gaming/leisure

Build strong and vibrant connections with your customers and improve business outcomes. Let us help you.

[Learn more](#)