

Enrichment for Experian Aperture Data Studio

A world of trusted consumer insight at your fingertips

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 ConsumerViewSM, 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 ConsumerViewSM 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.



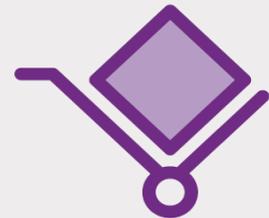
Lifestyles

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](#)