



Experian: Transforming the Marketing Landscape with Cloudera

KEY HIGHLIGHTS

INDUSTRY
Digital Marketing

LOCATION
Schaumburg, IL, USA

BUSINESS APPLICATIONS SUPPORTED

- ▶ Matching engine for COIR engine, facilitating a holistic and current view of consumers

IMPACT

- ▶ 50x performance gains
- ▶ Processing 500% more matches per day
- ▶ Deployment in < 6 months

Company Overview

With 15,000+ employees and annual revenues exceeding \$4 billion (USD), Experian is a global leader in credit reporting and marketing services. The company is comprised of four main business units: Credit Information Services, Decision Analytics, Business Information Services, and Marketing Services.

Experian Marketing Services (EMS) helps marketers connect with customers through relevant communications across a variety of channels, driven by advanced analytics on an extensive database of geographic, demographic, and lifestyle data.

Business Challenges Before Cloudera

EMS has built its business on the effective collection, analysis and use of data. As Jeff Hassener, VP of product strategy for EMS explained, "Experian has handled large amounts of data for a very long time: who consumers are, how they're connected, how they interact. We've done this over billions and quadrillions of records over time. But with the proliferation of channels and information that are now flowing into client organizations — social media likes, web interactions, email responses — that data has gotten so large that it's maxed the capacity of older systems. We needed to leap forward in our processing ability. We wanted to process data orders of magnitude faster so we could react to tomorrow's consumer."

In the past, it was normal to send customer database updates to clients once monthly for campaign adjustments, allowing Experian to process large volumes of data through a number of diverse platforms, mostly mainframe based. "We weren't required to provide data in real time. We weren't required to provide the level of volume in terms of the growth rates we've seen from our storage and our data. It's been a total paradigm shift that compelled us to look at other solutions," explained Emad Georgy, CTO for Experian Marketing Services.

Today's consumers leave a digital trail of behaviors and preferences for marketers to leverage so they can enhance the customer experience. Experian's clients have started asking for more frequent updates on consumers' latest purchasing behaviors, online browsing patterns and social media activity so they can respond in real time. "We serve many of the top retail companies in the world, and they're increasingly looking for a single, integrated view of their customer," noted Georgy. "If a customer is walking into a store in Burlington, MA, is that same customer now liking the company on Facebook? Are they tweeting? We're looking for an integrated view of who that person is so we can determine how to message them in the right way."

Case Study Experian

Michael Hoelscher



Case Study Experian:

Beyond Multi-Channel Marketing Maria Palazzo, Pantea Foroudi, Alfonso Siano, 2020-06-17 Delving into the rapidly developing field of dual marketing investigating the strategic alliances multi stakeholder perspectives and branding potential it holds this book promotes the adoption of the multichannel approach which is fundamental to facing the challenges of marketing 4 0

Disability and Equity at Work Jody Heymann, Michael Ashley Stein, Moreno Ruiz de Elvira Moreno, 2014-02 Hundreds of millions of people with disabilities around the world are out of work or underemployed This book documents what can be done to improve the employment situation of people with disabilities globally

Introduction to People Analytics Nadeem Khan, Dave Millner, 2020-04-03 An understanding of people analytics is a crucial skill for all HR professionals No longer limited to employees in data teams or those with analyst in their job titles people analytics is now an integral part of every HR job Introduction to People Analytics allows all HR professionals to get to grips with analytics feel confident in their ability to handle employee and organizational data and use analytics to move from opinions to insights From where to find data in an organization how to collect it and analyse it through to how to use these findings to add business value Introduction to People Analytics is essential reading for all HR professionals With case studies and thought leadership insights from companies who have leveraged people analytics to improve culture and employee engagement increase performance and reduce costs including NHS Brompton Bikes British Heart Foundation King Experian and AstraZeneca FIS and Swarovski this book shows how and where HR analytics can make a tangible difference to organizations There is also expert guidance and practical advice on how to embed analytics into HR processes and adopt a data driven approach to all workplace activities

Innovation Orientation in Business Services Krzysztof Borodako, Jadwiga Berbeka, Michał Rudnicki, 2021-04-30 This timely book proposes a new perspective on building innovation in companies providing business services Implementing an innovation orientation paradigm based on six pillars strategy organisational culture human resources structure and process marketing and technology it sets out a framework for achieving innovation through knowledge management

[Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics](#) Marshall Sponder, 2011-07-19 Align Strategy With Metrics Using Social Monitoring Best Practices Two or three years from now every public relations firm that wants to be taken seriously in the C suite and or a lead marketing role will have someone like Marshall in its senior leadership ranks a chief analytics officer responsible for ensuring that account leaders think more deeply about analytics and that the firm works with the best available outside suppliers to integrate analytics appropriately Paul Holmes The Holmes Report Marshall has provided much needed discipline to our newest marketing frontier a territory full of outlaws medicine men dot com tumbleweeds and snake oil Ryan Rasmussen VP Research Z calo Group Marshall Sponder stands apart from the crowd with this work His case study approach borne of real world experience provides the expert and the amateur alike with bibliography tools links and examples to shortcut the path to bedrock successes This is a

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Organisations' Responses to the Disability Discrimination Act ,2007 **Management Information Systems** James A. O'Brien,2004 [The Internet Investor](#) ,1999 [Documents](#) ,1998 **The Talent Management Handbook, Third Edition: Making Culture a Competitive Advantage by Acquiring, Identifying, Developing, and Promoting the Best People** Lance A. Berger,Dorothy Berger,2017-12-29 The definitive guide to finding developing and keeping the best talent expanded with brand new and updated material The Talent Management Handbook is the established go to guide for HR professionals managers and leaders looking for the best ways to use talent management programs to develop a culture of excellence This third edition features new and updated chapters based on fresh approaches and material for identifying recruiting positioning and developing highly qualified motivated people to meet current and future business requirements

Filled with expert advice the book offers a roadmap for developing a comprehensive approach to talent management that will guide professionals in the coming years *Banking Information Index*, 2006 **Environment & Planning**, 2009 The Protection of Eyesight in Industry International Labour Office, 1923 The Protection of Eyesight in Industry Hermann Leymann, International Labour Organization, 1923 **Art in a City Revisited** Bryan Biggs, Julie Sheldon, 2009 This classic text reissued to coincide with the 800th anniversary of the City of Liverpool was originally published in 1967 It is a milestone in the examination of urban arts movements and also provides the starting point for looking at art in Liverpool from the 1960s to the present day and beyond Based on a survey commissioned by the Bluecoat Society of Arts the author did something that had never before been done for a single city and arguably has never been done since He surveyed the history of the visual arts in the city looked at the cultural and institutional environment in which they developed and asked the people of Liverpool how they viewed the visual arts in Liverpool both in terms of public art and art in enclosed spaces Willett saw a place with strong traditions in the visual arts with new developments associated with the city's emergence in the 1960s as a centre for music and poetry Willett concluded with an agenda for the development of art in Liverpool and the spirit of

Management Information Systems for the Information Age Stephen Haag, 2006 Flexibility Choice Strength Flow Imagine choosing the best mix of chapters in a text the order you'll teach them then the extended learning items to reinforce the chapters The text will match your curriculum perfectly as if you had created it yourself That's what we've developed MIS for the Information Age 3 c e to do This text provides the best total solution for MIS Core chapters focus on the key principles while Extended Learning Modules take you deeper into the most important and innovative technology solutions And Skills Modules provide additional hands on learning An object oriented text for the MIS course **Money, Banking and Financial Markets (Loose Leaf)** Laurence Ball, 2011-02-25 Working from a macro framework based on the Fed's use of interest rate as its major policy instrument Ball presents the core concepts necessary to understand the problems affecting the stock market and the causes of recessions and banking crises Underlying this framework are the intellectual foundations for the Fed's inflation targeting using the dynamic consistency problem facing policymakers **The Business Review** Federal Reserve Bank of Philadelphia, 2007

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