

# Equifax Forms Strategic Alliance with Adobe to Make IXI Digital Targeting Segments Available Within Adobe Audience Manager

## Advertisers Can Now Define Target Audiences Through Estimated Financial Behaviors and Purchase Propensities

MCLEAN, Va., Aug. 31, 2016 /PRNewswire/ -- Equifax Inc. (NYSE: EFX), a global information solutions provider today announced that its division, IXI Services, and Adobe today have joined forces to make IXI's Digital Targeting Segments available as a selection criteria within Adobe Audience Manager's Audience Marketplace. Advertisers will now be able to better define their target audience in terms of estimated financial behaviors and purchase propensities.



Adobe Audience Manager's Audience Marketplace is a private data marketplace that:

- Connects advertisers and content publishers to buy and sell second and third-party data without the time-consuming challenges of setting up individual marketing agreements.
- Enables companies to scale their high-value audience segments for personalized and targeted content across marketing channels.
- Can now leverage more than 350 premium digital targeting segments from IXI, including customized segments for 12 industries.

"Our advertiser clients are always looking for new data sources to help them improve their campaign results and manage their ad budget more efficiently," said Ali Bohra, director of product marketing at Adobe. "Equifax IXI Services is unique in its ability to create premium audience segments derived from aggregated and anonymous financial and economic data. Advertisers know a lot about their target audience, and these premium data products – which help segment audiences based on estimated financial behaviors and purchasing power – can help maximize advertising ROI."

The IXI digital targeting segments allow advertisers to reach prospects and customers that fit their campaign criteria by tightly defining their desired target audience for online advertising. These criteria can include estimated asset-levels, financial preferences, and propensity to buy in travel, leisure, and auto categories, among others. By using these segments,

advertisers can execute more efficient online targeting, help minimize wasted ad spend, and track campaign effectiveness with closed-loop attribution.

"Our goal at Equifax is to make it easier for advertisers to reach their desired audience with advertising in their preferred channels, whether that's display, mobile, addressable TV, or addressable radio," said Jeff Sporn, senior vice president and general manager, Digital Services for IXI Services. "Adobe Audience Manager's Audience Marketplace and its overall data management platform are trusted resources for advertisers looking to create targetable audience segments and optimize digital media buys, making this a natural fit for us. We're continuing to bring additional premium and unique data to the market, using both the depth of Equifax data resources as well as our strategic alliances. With Adobe Audience Manager, we will add new key platforms to our robust portfolio that are well-positioned in the market and will maintain the high level of data integrity that we require."

### **About Equifax**

Equifax powers the financial future of individuals and organizations around the world. Using the combined strength of unique trusted data, technology and innovative analytics, Equifax has grown from a consumer credit company into a leading provider of insights and knowledge that helps its customers make informed decisions. The company organizes, assimilates and analyzes data on more than 820 million consumers and more than 91 million businesses worldwide, and its databases include employee data contributed from more than 5,000 employers.

Headquartered in Atlanta, Ga., Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 9,200 employees worldwide.

Some noteworthy achievements for the company include: Ranked 13 on the American Banker FinTech Forward list (2015); named a Top Technology Provider on the FinTech 100 list (2004-2015); named an InformationWeek Elite 100 Winner (2014-2015); named a Top Workplace by Atlanta Journal Constitution (2013-2015); named one of Fortune's World's Most Admired Companies (2011-2015); named one of Forbes' World's 100 Most Innovative Companies (2015). For more information, visit [www.equifax.com](http://www.equifax.com).

### **About Adobe Marketing Cloud**

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

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To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/equifax-forms-strategic-alliance-with-adobe-to-make-ixi-digital-targeting-segments->

<available-within-adobe-audience-manager-300319053.html>

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