

Experian Helps B2B Marketers Reach Customers in a Challenging Economy



Marketing expert Denise Hopkins will present suggestions to effective outreach, despite reduced budgets, during Webinar hosted by BtoB Magazine.

Schaumburg, Ill., Feb. 3, 2009

Current economic conditions have impacted businesses at all levels in every industry. Marketing budgets have been slashed across the board, and consumers and businesses have cut spending to extreme and conservative levels. Knowing the customer is the foundation of every business and how customers have changed under these circumstances is paramount.

“Going back to the basics of good data and knowing how to use that data will provide insight to what your customer looks like,” said Denise Hopkins, vice president of marketing and product development for Experian. “If your business has changed, it’s likely your customers’ needs and the way they do business have changed as well. Knowing this information positions marketers to be successful in keeping customers and improving results of prospect outreach.”

During the Webinar, attendees will learn:

- How insight drawn from good data will help find the right prospects
- That analytics helps businesses effectively target while reducing marketing costs
- To identify marketing opportunities without increasing campaign costs

The Webinar will be held Thursday, Feb. 5, at 2 p.m. Eastern time. To register, visit <http://www.btobonline.com/toughtimes>.

About Experian

Experian is a global leader in providing information, analytical and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Experian has corporate headquarters in Dublin, Ireland, and has

operational headquarters in Costa Mesa, Calif., and Nottingham, UK. The Group employs approximately 15,500 people in 38 countries worldwide, supporting clients in more than 65 countries around the world. Continuing sales for the year ended March 31, 2008, were in excess of \$4 billion.

For more information, visit www.experianplc.com.

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