

# Experian CheetahMail Taps Industry Veteran Yun-Hui Chong to Lead Strategic Services Group

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**Former Spiegel vice president of ecommerce brings a wealth of multichannel marketing experience to Experian CheetahMail's leading client roster**

**New York, NY, March 4, 2009**

Experian® CheetahMail®, a global leader in providing email marketing and customer intelligence technologies, today announced the appointment of Yun-Hui Chong as vice president of Strategic Services. Chong, most recently vice president of ecommerce for Spiegel Brands, will lead the Strategic Services group, customizing plans and developing integrated strategies for marketers looking to more effectively optimize client communications across all channels.

The Strategic Services group leverages both CheetahMail's and Experian Marketing Services' rich reporting and analytical tools, including, demographic, attitudinal, transactional and behavioral data, as well as predictive modeling and advanced analytics to provide the insight necessary to create truly individualized, relevant and response-driven email marketing programs.

"The industry is growing in complexity and with the proliferation of new channels and access to so much data, it is important that marketers have on-demand access to analytical and strategic experts who can help evolve their email programs for improved customer engagement and ROI maximization," said Matthew Seeley, president of data management for Experian Marketing Services. "The addition of Yun-Hui to the Strategic Services team, along with her understanding of the digital landscape and her innovative and customer-centric approach to marketing will greatly benefit our entire client portfolio."

Chong comes to Experian CheetahMail with more than 14 years of experience in all facets of ecommerce and multichannel marketing, including merchandising, planning, Web site operations and business development. She previously held several positions in the retail industry at Victoria's Secret Direct and Spiegel Brands, spearheading the launch of Newport News' (now part of Spiegel Brands) ecommerce Web site as well as the expansion of online marketing programs, including customer acquisition and retention strategies. Chong holds a bachelor's degree in Operations Research and Statistics from Bernard. M. Baruch College.

"I've had the advantage of experiencing the dedication Experian CheetahMail exhibits in helping clients effectively connect with their customers on a truly one-to-one level," said Chong. "As a former client, I'm excited to be part of such a well-positioned, client-centric organization, and I look forward to strategically positioning today's leading brands to effectively deepen and grow the lifetime value of their customers."

## About Experian CheetahMail

Experian CheetahMail is the trusted service provider of email marketing and customer intelligence technologies for top enterprises worldwide. With the industry's largest client services teams, feature-rich email technology and a broad range of data management options, Experian CheetahMail enables clients to build data-driven, relevant relationships with their customers. Servicing the world's most recognizable brands, Experian CheetahMail's globally diverse client base includes Barclays, Borders Books, Discovery Communications, H&R Block, KLM, Sears Holdings Corporation and Wyndham Hotels. Experian CheetahMail, a business unit of Experian® Group Ltd. (LSE:EXPN), was founded in 1998 and is headquartered in New York City with offices in Los Angeles, San Francisco, London, Dublin, Amsterdam, Paris, Barcelona and Melbourne. For more information, please visit <http://www.cheetahmail.com> or email [info@cheetahmail.com](mailto:info@cheetahmail.com).

## 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](http://www.experianplc.com).

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