

Peer39: reach your audience

Experian demographic data



Peer39 Contextual Data Marketplace



Segments that matter the most

Whether it's gender, age range, household income, marital status, or even occupation group, you know who your best customer and prospects are.

Audience targeting doesn't have to be complicated. Using Experian's privacy-first demographic data, you can have confidence that you'll be marketing to the segments you want to be in front of.

Experian demographic data can be utilized independently or as part of a broader segmentation strategy. Whether tapping pre-built audiences or creating custom audiences by layering supplemental data attributes such as life stage, attitudes or purchase behavior data, Experian demographics enable a more precise target of your ideal audience.

Combine Demographics with other Contextual Data Marketplace categories to further refine your audience and hone in what matters most.

Demographic Categories include:

- Age Range
- Estimated Household Income
- Estimated Current Home Value
- Dwelling Type
- Dwelling Unit Size
- Education Level

- Marital State
- Number of Children in Living Unit
- Occupation Group
- Homeowner
- Renter
- Political Affiliation



For more information on how to get started:
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or visit www.Peer39.com