

Consumer View

Get a clearer view of consumers for relevant, privacy-forward marketing

[Get started today >](#)



Understand consumers

Know your audience beyond surface-level signals with a richer view of who they are, how they live, and what drives their choices.



Enable relevant reach

Build and reach audiences across channels using accurate, connected data that improves addressability and campaign performance.

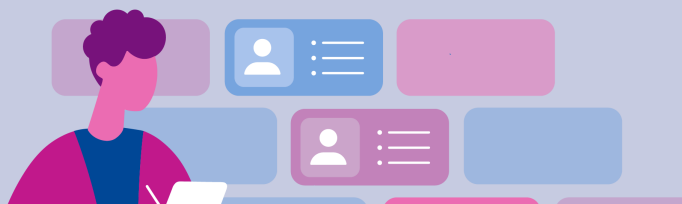


Activate insights

Apply consumer intelligence to inform targeting, personalization, and measurement across the customer journey.

Meet our Consumer View solutions

Use Experian's industry-leading data solutions to plan, build, activate, and improve your marketing initiatives.



Data

Fuel your marketing with privacy-forward consumer data with access to 5,000+ behavioral, demographic, geographic, and lifestyle attributes.

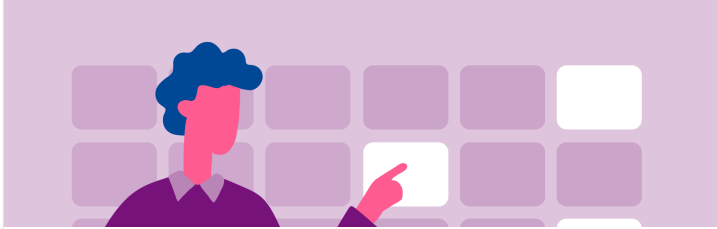
[Learn more about Data](#)



Activation

Reach your audiences where they are by building, monetizing, and activating addressable audiences across advanced TV, social, and programmatic destinations through 200+ media partners.

[Learn more about Activation](#)



Curation

Activate faster and more confidently using packages that give you access to premium audience, inventory and intelligent optimizations reducing friction between insight and execution.

[Learn more about Curation](#)



Analytics

Uncover deep insights that connect consumer behavior and real-world outcomes across your campaigns and markets so you can inform and refine your marketing strategies.

[Learn more about Analytics](#)

What Consumer View can do for you

[Make informed decisions](#)

[Scale campaigns efficiently](#)

[Reduce activation friction](#)

[See what's working](#)

Attributes across 126 million U.S. households and 250 million individuals can inform decisions on where to grow, who to target, and how demand differs by market.

- Gain a clearer, privacy-forward view of consumers to sharpen research, segmentation, and planning
- Enrich first-party data to fill gaps responsibly and improve decision-making across the funnel
- Build more accurate audience and market insights to guide strategy, media, and location planning



/LiveRamp



Why Experian?

Because we're trusted by brands you love

We've been making an impact in the marketing and advertising industry for years. It's what we do with data that makes a difference in marketing. Our capabilities make data more useful, and we're always building our portfolio in the direction of deeper human understanding. Here are just a few brands that we work with.

Connect with us

Consumer View resources



Data-driven marketing is at the heart of what we do

[\(877\) 902-4849](tel:8779024849)

Let's connect

Business email address *

First Name *

Last Name *

Company *

Title *

Country *

Submit

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