

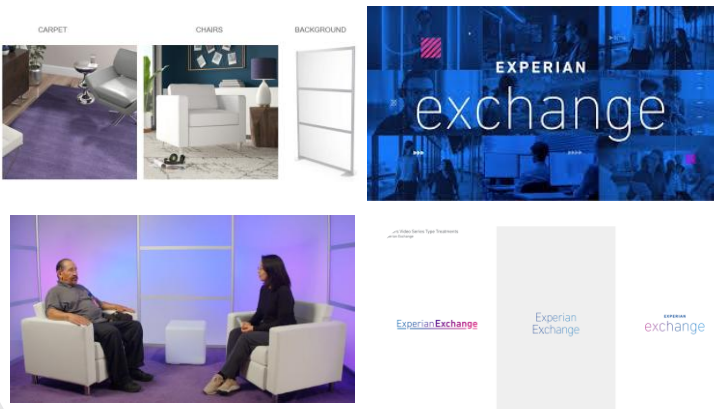
Experian Exchange

Develop content to help substantiate and position Experian as a global leader in data and technology.

North Star

Maximize **brand reach** and **engagement** with **global multimedia** strategy.

Develop branding



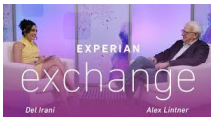
Content strategy

1. Video journalism
2. Articles
3. Graphics and multimedia
4. Targeted distribution

Showcase expertise



How data and technology platforms will reshape the future of financial services



Transforming healthcare with data and technology



Fostering a culture of continuous innovation



Leveraging technology to help consumers improve their financial health

Conversations with Experian executives to help articulate the various ways Experian is using data and technology to help businesses and consumers.



Supporting marginalized communities with purpose and innovation



How technology and innovation are transforming financial services

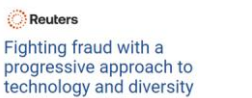
Strategic partnerships



REUTERS PLUS™



Reuters journalist Del Irani hosted interviews to make complex topics engaging and understandable.



Fighting fraud with a progressive approach to technology and diversity

Fraud is an evolving threat requiring innovative solutions, and Experian's Kathleen Peters highlights the role of GenAI to analyse and prevent it. By integrating advanced technologies and promoting diversity, Experian aims to protect consumers and businesses.



Article series appeared on Reuters.com, Reuters tech newsletters, and featured across the Reuters Plus social media channels.

Key results



Client interest

- **Video views:** 22 million video views
- **Engagement:** The campaign drove 15,300 clicks with *Reuters* custom display placements exceeding click-through-rate (CTR) benchmarks by +186%. LinkedIn promotions via the *ReutersPlus* social handle delivered +34% above benchmark in FY24.
- **Time on Reuters Page:** Engaged audiences spent an average of 1:39 minutes on articles, with some of the most popular topics—like financial services innovation—reaching over 2:28 minutes per session.