

OmniActivation Media Destinations

OmniActivation Audience Engine direct engagement distribution network.

OmniActivation helps advertisers execute true one-to-one campaigns across multiple channels. Through our network of direct publisher partners and media destinations, we help advertisers find and target their exact audience across multiple channels - direct mail, online, mobile, TV, digital onboarding, and email.

Media Partner/Destination	Direct Mail	Email	Mobile	Online (Desktop)	TV	Available via Audience Engine
4C				X	X	
4INFO			X			X
AcquireWeb		X				X
Alphonso					X	
Altice			X		X	X
AT&T/DIRECTV					X	X
Bridge Marketing		X	X			X
Comcast					X	X
Cox Media					X	X
CrossChannel			X			X
Dish Media Sales					X	X
Experian	X					X
Facebook/Instagram			X	X		
Hulu					X	
LiveRamp			X	X		
MaxPoint	X		X	X		
Microsoft			X	X		X
NinthDecimal			X			X
Oath			X	X		X
Pandora			X	X		X
PlaceIQ			X			
Roku					X	
Samsung				X	X	
Simulmedia					X	

Media Partner/Destination	Direct Mail	Email	Mobile	Online (Desktop)	TV	Available via Audience Engine
Snap			X	X		
Spectrum Reach					X	
Take 5		X				
TiVo					X	
TruOptik				X	X	X
Verizon					X	
Viant			X	X		X
Zeta Interactive		X				X

Onboarding Destinations

Hundreds of additional digital destinations are also accessible through our onboarding partners Neustar and LiveRamp. Those destinations include DSPs, DMPs and digital technology providers including Adobe, Amobee, AOL ONE, Google AdWords, Doubleclick Bid Manager (DBM), Doubleclick for Publishers (DFP), Google - YouTube, Celtra, Flashtalking, Krux, Lotame, MediaMath, Nielsen Marketing Cloud, Neustar: PlatformOne, Oracle Data Cloud (Bluekai), Quantcast, Sizmek, The Trade Desk, Tremor Video, TubeMogel, Videology, xAd, Xaxis and more.

The active listing of digital destinations changes frequently. To confirm any specific destination, please contact your Experian Account Executive or send an email to: MSTargetingDigitalOnboarding@experian.com.