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EXPERIAN CHEETAHMAIL APPOINTED TO GROW BODEN'S ONLINE REVENUE

Multichannel fashion retailer, Boden, has appointed Experian CheetahMail, as its email marketing partner.

Boden will use Experian CheetahMail's email marketing expertise and customer insight to drive more business online; delivering significantly higher campaign revenue across its UK, US and European markets. This move reflects the company's increasing online focus.

Experian CheetahMail will provide strategic counsel, technical services and transparent reporting. Email marketing revenue will be maximised by using web analytics and email behaviour analysis to increase click-throughs and transactions. Other tactics include introducing triggered cross-sell and up-sell messages and sending emails to customers that have abandoned items in their online shopping basket.

Sarah Blair Gould, eCommerce Manager at Boden, commented: "Boden has a strong heritage in direct marketing and as we have broadened our delivery channels, email has become an increasingly important tool for us. We chose Experian CheetahMail because of the breadth and depth of the team's experience, which will enable us to build more effective email campaigns and take our online business from strength to strength. We were also impressed by the company's transparent reporting suite, which will allow us to see exactly how hard our campaigns are working."

Steve Lomax, Managing Director of Experian CheetahMail EMEA, added: "Boden has been very successful at building strong, personal relationships with its customers. We hope to build on this success by strengthening its customer relationships online. Our team's insight, coupled with our technical ability and high-delivery rates, will help ensure Boden sees the best return from its email marketing investment."

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About Experian CheetahMail

Experian CheetahMail is the trusted service provider of online marketing solutions for top enterprises worldwide. Offering industry-leading email marketing and customer intelligence solutions, as well as providing a broad range of client services, Experian CheetahMail enables clients to build data-driven, relevant relationships with their customers.

Servicing the world's most recognisable brands, Experian CheetahMail's globally diverse client base includes Barclays, Borders Books, Discovery Communications, KLM, and Wyndham Hotels.

Experian CheetahMail, a business unit of Experian® plc (LSE:EXPN), was founded in 1998 and is headquartered in New York City with offices in Los Angeles, San Francisco, London, Dublin, The Hague, Paris, Melbourne and Barcelona.

For more information, please visit <http://www.cheetahmail.co.uk> or email info@cheetahmail.co.uk.

About Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to manage their credit relationships and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2009 was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information, visit <http://www.experianplc.com>.