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## Credit Risk and Marketing Case Studies | Experian

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Cocoonfxmedia is a small business based out of Lichfield, Staffordshire. The digital marketing business offers web design, web development, search engine optimisation and social media expertise.

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users of data brokers. On 27 October the ICO announced that it had served an enforcement notice on Experian, requiring the credit reference agency to "make fundamental changes to how it handles people's personal data within its direct marketing services".

[Experian, data brokers, ICO enforcement and digital ...](#)

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[Marketing | Latest Thinking Blog -  
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According to Experian research, 70%  
of consumers see the benefits of  
sharing additional financial information  
and contributing positive payment  
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CASE STUDY: EXPERIAN : HANDS ON

Case Study: Experian Cisco ACI provides Experian the foundation for global data center connectivity

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Cisco Case Study: Experian - Cisco Case Studies > Experian drive business change and customer retention with Analytics; Case Studies.  
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