

# Consumerview Triggers

Are you aware of changes in  
your customers life?



Successful marketing means delivering the right message, to the right audience, through the right channel, at the right time. Understanding the right time to deliver a message can be challenging when your audience includes thousands of individuals.



Experian Consumerview can now deliver daily triggered event information to give you a better understanding of the 'right time'. Consumerview has 49.7 million UK postal names and addresses and links them to telephone and email details, so you have a full view of all channel options available for each contact, and can build a complete record. With the addition of trigger data you are aware of 'life events' that may lead to consumer behaviour changes and an increased need for new products and services.

**You can use trigger data to:**

- Deliver daily or weekly cross-channel, relevant prospect campaigns at the time an event has occurred that suggests a need for a product or service.
- Enrich your existing customer data on a regular basis to understand which products and services to offer your customers in a timely manner. For example when an existing customer has had a 'life event'

Trigger data can remove the guesswork and deliver improved response rates and ROI from campaigns. A Trigger event can also be 'matched' to online behaviour to give you further insight on how best

to communicate to a consumer. That means you may receive a trigger that a customer is expecting a baby. Simultaneously, Experian can also provide insight into customer online activity on websites to aid media spend decisions.

Trigger data can be delivered daily, weekly or monthly enabling you to incorporate it into your own data sets as effectively as possible. Examples of life events that can change buying patterns across multiple products are birth of a child, moving home, buying a first home or planning a wedding.

“ The birth of the first child doubles energy consumption, so triggers search for a new energy supplier.\* ”

Embankment House  
Electric Avenue  
Nottingham  
NG80 1RH

Landmark House  
Experian Way  
Nottingham  
NG80 1ZZ

160 Dundee Street  
Edinburgh  
EH11 1DQ

## LIKELIHOOD OF CERTAIN PURCHASES:

The birth of a child has an impact on the following:

### Financial Services



- >> Twice as likely to take out a credit card and three times more likely to take out a pre-pay card\*
- >> Three times more likely to take out life insurance\*
- >> Three times as likely to take out a mortgage\*

### Retail



- >> Seven times more likely to buy a house for the first time and over twice as likely to move house which results in increased spend on electrical and furniture items\*
- >> Need for home improvements and modifications\*

### Automotive



- >> Twice as likely to buy a new car\*
- >> 16% of new parents will buy a second hand car within 12 months\*

\*<http://www.gfk.com/uk/news-and-events/press-room/press-releases/pages/congratulations-its-a-mortgage-new-mums-add-savings-and-insurance-to-their-shopping-list.aspx>

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