

# Financial Strategy Segments

Deliver great experiences based on the financial needs and preferences of your customers

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Customers all have different attitudes to money and managing their finances and these will change during different stages of their lifetime. You can deliver better experiences for them by fully understanding their needs and by tailoring what offers are available to them and when – as well as how you engage with them consistently across channels.

## **Do you know who your most profitable customers are?**

## **Do you understand what other products they might be interested in from your portfolio based on their lifestage and affluence?**

## **Do you tailor messages based on this knowledge to increase cross and upsell?**

The impact of answering 'No' to the questions above can mean losing customers to competitors that have this insight and can deploy it effectively. If you don't understand who your ideal customers are, then you are likely to market to the wrong audience, wasting both valuable budget and time.

If you could answer 'Yes' to the questions above then the impact to the value of your current customer base through growth and retention could be considerable.

## **How can FSS help?**

Financial Strategy Segments (FSS) can help you understand the profile of your existing customer base in a number of ways:

- Deliver more relevant marketing with less wastage. By profiling your existing customer base you can then go on to find prospects that 'look' the same.
- Make decisions on strategy and product portfolio by using the segments to bring customer data to life. This helps your business understand customers better through pen portraits and clear indexing.
- Understand where your customer might go next on their journey. Sophisticated analysis predicts the future of each UK postcode, each year, for the next 25 years, helping you make better decisions based on probable customer life paths.
- Achieve a balance between regulation and growth. FSS can help you make responsible decisions, comply with legislation and safeguard your company's reputation.

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### About the data

FSS is underpinned by almost 2,500 data variables and delivers information on the types of products and services individuals need – and want. It classifies over 50 million UK consumers into 15 groups, 55 types and 135 distinct person-level types that differentiate the characteristics and behaviours of individuals within a household.

The 2,500 data variables are chosen for their ability to accurately describe financial behaviour across a series of dimensions, including:

- Income and mortgage models
- Normalised income to reflect geographic cost of living differences
- Property information such as property value, council tax band and attitude to debt

### Switching

- Price comparison usage
- Purchase intent

### Attitudes & Opinions

- Risk
- Brands
- Advertising
- Money
- Shopping
- Motivation

### Finances

- Disposable income
- Benefits
- Assets
- Debt

### Insurance

- Policies held
- Renewal attitude
- Switch intent
- Research sources

### Pensions

- Type of provision
- Provider
- Fund value

### Savings & Investments

- Type of products
- Value
- New product purchase

### Credit/Debt

- Brand use and perception
- Debt sources
- Cards owned and used

### Banking & Mortgages

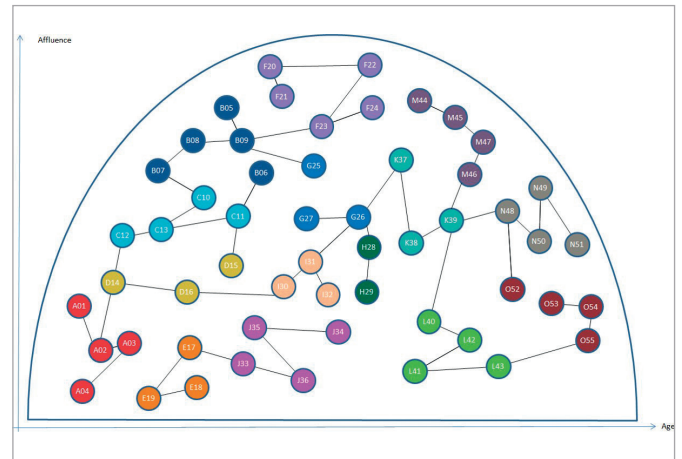
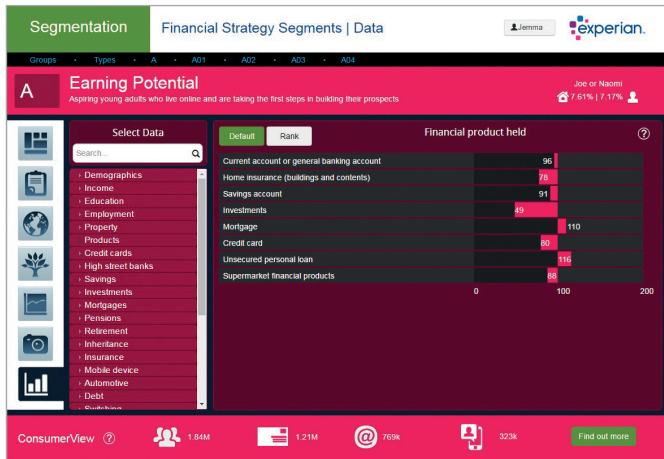
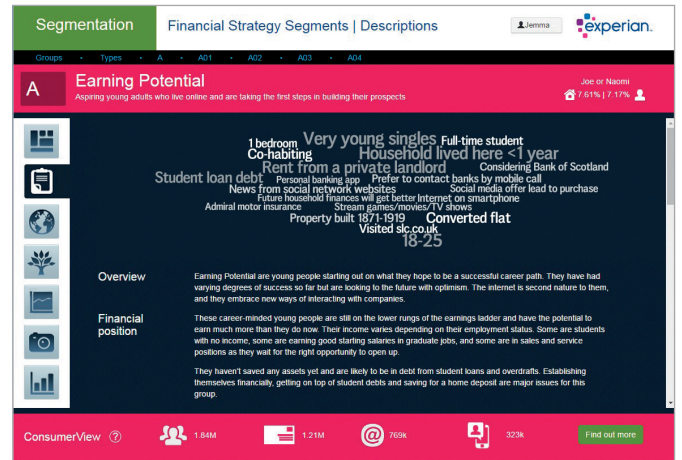
- Current providers
- Product/account types
- Satisfaction and preferences
- Outstanding mortgage value

### Channel, Media & Social

- Channel behaviour
- Offline vs. online purchasing
- TV, newspaper, media app, website and social media usage
- Device preference

Product sheet  
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Example of FSS group profile and data sets



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