

Supporting tailored consumer marketing strategies

Bespoke Consumer Segmentation

The challenge

A key aim for many organisations is to tailor communications, products and services to individual consumer needs and preferences. Getting this right helps to drive profitable relationships and optimise service delivery.

The challenge is to group consumers with similar characteristics into a manageable number of segments so that customised strategies can be developed and deployed.

Further to this it is essential segments can be applied directly to customer or prospect audiences if you require an actionable solution.

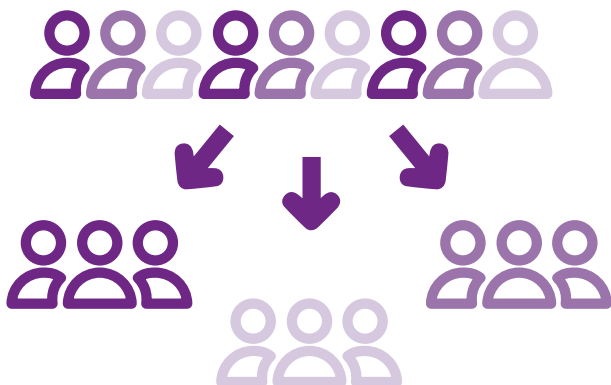
Our solutions

Out-of-the-box segmentations such as Experian's Mosaic and Financial Strategy Segments (FSS) often provide the answer. These group consumers with similar demographics, lifestyles, preferences and behaviours into segments and enable strategies to be developed for each one.

A bespoke segmentation solution is required if your organisation:

- requires a segmentation customised to its industry or specific circumstances
- has extensive customer data or market information to enhance the solution
- wants a differentiated approach to set itself apart from the other players in its market

Experian's bespoke consumer segmentations are customised to the individual needs of your organisation. The solution can be built to support a range of uses by incorporating multiple data types such as demographic, attitudinal, customer state, behavioural and engagement.



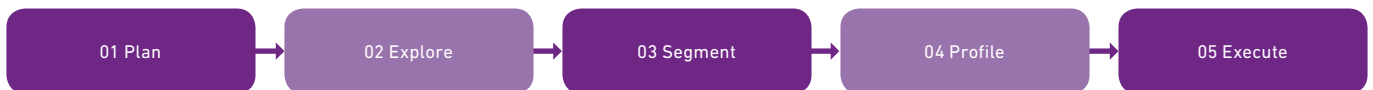
Consumer Segmentation enables tailored strategies to be developed for consumers with similar characteristics

Bespoke Consumer Segmentation

Segmentation Type	Typical Inputs	Typical Usage
Demographic	Age, affluence, household composition	External view of customers, profiling, market planning, links to media and research, targeting
Attitudinal	Core values, needs and aspirations	Strategy planning, new opportunities, above the line activity
Customer state	Enquirer, new, lapsed	Tailored consumer marketing message, tracking customer trends over time
Behavioural	Purchase recency, frequency, value, product purchase history, current vs potential value	In-depth insight of behavioural groupings such as multi purchasers or offer hunters
Engagement	Email, web, app engagement indicators	Multichannel targeting strategy
Experian Bespoke Solution	Any combination of the above	A wide variety of actionable uses

Common to all of these solutions is a focus on creating distinct consumer groups so that you can develop and deploy targeted strategies. Experian ensures bespoke segmentation solutions can be linked to customers and prospects so they can be actioned throughout the marketing ecosystem.

Our approach



01 Plan

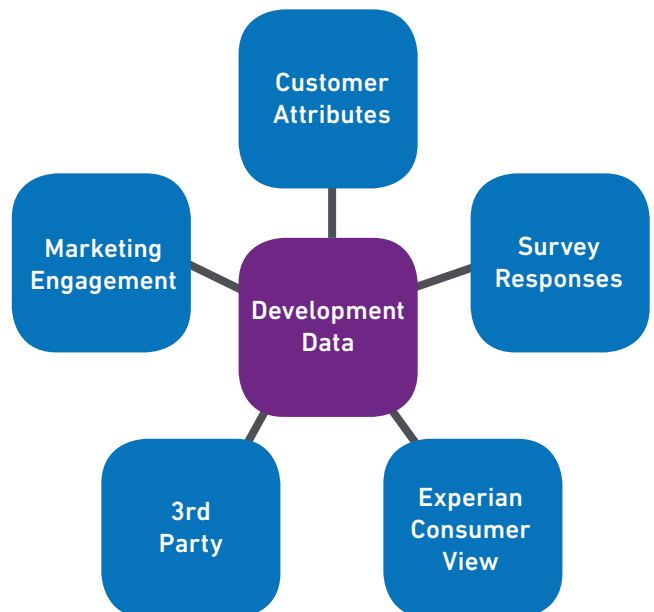
Experian analysts gain a clear understanding of the objectives of the segmentation and how it will be used. A full review of all available data sources is conducted at this stage.

02 Explore

A data set on which to base the segmentation is prepared and exploratory analysis is carried out to understand the key dynamics and drivers of the segments.

03 Segment

A statistical approach called clustering is used to create a distinct set of consumer segments. This process groups individuals with similar characteristics into the same segment and ensures that each overall segment profile is unique when compared to all of the others.



Bespoke Consumer Segmentation

04 Profile

The resulting segments are profiled, described and visualised across a broad set of data to make them clearly understood and actionable. Experian is able to develop an online segmentation portal to bring a segmentation to life and allow it to be easily shared across your organisation.

05 Execute

Experian can support you in deploying the segmentation and ensure it can be used to drive action.



The benefits

- Bespoke segments developed specifically for your organisation.
- Segments match to all customers and prospects so that the solution is actionable.
- Solution can combine your organisation's own customer data and wider market data.

Why Experian?

- A proven track record in building consumer segmentations across 28 global markets.
- Experienced analysts with access to market leading statistical software.
- Access to extensive unique consumer and market data to complement your organisations own data.
- Experts at visualising and deploying segmentation solutions that enable your organisation to drive action.
- Ability to target bespoke segments through digital media and traditional channels such as direct mail.

How could Bespoke Consumer Segmentation benefit your business?

To discuss your challenges and find out how we can help, email us at marketing.services@uk.experian.com or call **0845 234 0391**.

Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ

T: 0845 234 0391
E: marketing.services@uk.experian.com

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