



SPEND INSIGHTS

Understand spending behaviours across categories and locations



Consumer behaviours are evolving at pace. By leveraging Spend Insights, beyond internal data, Experian adds crucial context, enabling marketers to plan strategically. This new layer of intelligence empowers businesses to make impactful decisions, transforming consumer and transactional data into actionable insights for strategic and tactical activities.

Spend Insights and Analytics: Discover the unknown about your customers

Experian's Spend Insights enables a greater understanding of consumer spend behaviours across UK brands and locations, enhancing decision-making in marketing, location optimisation, product placement, and strategic planning. By better understanding the purchase habits of your, your competitor's or affinity brands, you'll be better positioned to react effectively through strategic and location-based activities.

What insights are available and how are they delivered?

Utilising transactional data collated from a spending panel over 4 million consumers, coupled with Experian's consumer and demographic data, we can provide a range of insights delivered through multiple reporting options. Whether you require one-off insight, regular reports or even a bespoke analytics project customised to meet your unique business needs, our specialist analytics team can support you.

Four Core Pillars for Transformative Insights

1

Customer

Get insight into your customer profiles and gain a better understanding of their behaviours, attitudes and outside influences.

2

Location

Make effective decisions on every location based on customer profile, travel behaviour and spend patterns.

3

Competitor

Understand how you perform in key segments vs. competitors over time. Track impact of strategic activity on market share – overall and by location.

4

Efficiency

Assess previously unavailable insights such as offline/online halo effect or incrementality of marketing activity.

Experian's Consumer Dynamics

Forming part of Experian's Consumer Dynamics data, Spend Insights can be used in isolation or together with other data sources such as our mobility insights. Please speak to one of our data and insights specialists to find out more.

Experian Consumer Dynamics

Spend Insights

Mobility Insights

Why Experian Spend Insights?

Experian Spend Insights is fuelled by both transaction and consumer data which is updated monthly to provide up-to-date and relevant insights. It offers:



Broad demographic coverage which is further normalised to give UK and local representation



Comprehensive merchant attribution to derive performance measures for key brands



Linked to Experian demographics to provide comprehensive view of consumers and behaviours



Offline and online spend, plus individual store level spends tracked to daily level



Available at aggregated postal sector level or granular cohorts (non-personal data)

Get in touch

To start a conversation with one of our data and insights specialists and to find out more, please get in touch.

Contact us

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<https://www.experian.co.uk/business/customer-insights/targeting>

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