

FINDING YOUR PLACE IN THE WORLD: TOP TIPS GUIDE

TURNING INSIGHT INTO
GLOBAL OPPORTUNITY





Introduction:

Global expansion is the dream of many organisations. But failure can be costly.

History is littered with examples of major brands entering new markets and then having to retreat several years later having suffered massive losses. For example, a well-known global coffee chain struggled to capture the Australian market, and initially closed more than 70% of its stores just eight years after launch.

Naturally, these high profile failures are the result of a complex set of factors, not least economic circumstances beyond individual control. But the cost and brand impact of failed growth can be very damaging to a business. To that end, the decision to enter new markets, open new offices, stores, fulfilment centres or to run global marketing campaigns must be very carefully and thoroughly researched.

Answering critical questions

How should you decide where to invest? Which country, city or town is right for you? How does the market compare to the locations you're familiar with – and how big is the opportunity overall?

Giving yourself the best chances of success means answering critical questions, including those above. But getting hold of answers that you trust can be challenging – especially if you're exploring unfamiliar markets using different languages.

About this guide

One reliable and cost-effective way to tackle this is to source consistent global data and insights about markets to underpin your business decisions. By looking at data that is detailed, reliable and up-to-date, you can start to reveal a market's true potential to offer value and meet your business goals.

In this guide, we give you our top seven tips for getting the best data to support your growth strategy. And we help you to avoid common pitfalls, so that you can go for growth with confidence.



#1

Don't rely on free data sources

It's very tempting to rely on online data to gain insight. But while the information is free, generalised online sources cannot give you the granular detail you need for your specific growth plans.

When entering a new market, you need in-depth insight into a specific location or audience, including socio-demographic data about local prospective customers. Population density, age, gender, and consumer spending power should form the bedrock of your growth plan, but only high level data will be free – and that won't be of much use to you.

More importantly, even if you do find some of this information, there's little guarantee of its authenticity – and it's often not up to date. The information found online is not rigorous enough to shape critical business decisions.

To tackle this, it's vital you build your growth strategy on a set of consistent, verified, and detailed information that you can trust to help you go for growth with minimised risk.

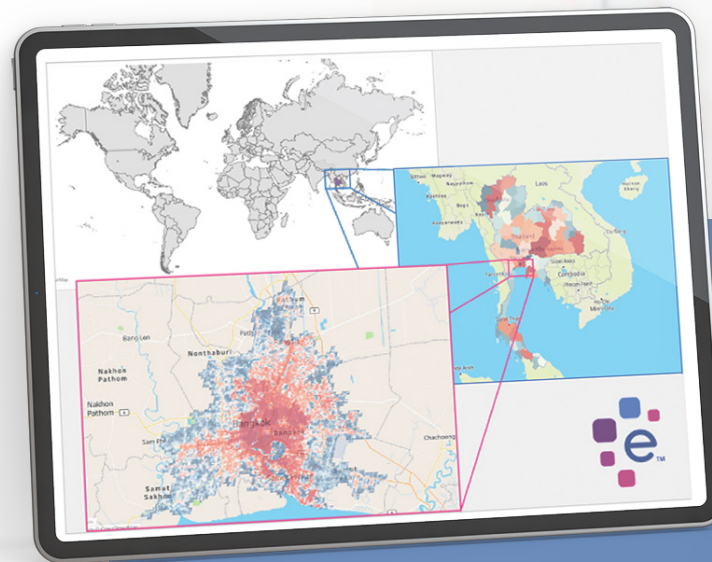


Figure 1. Generalised online data (such as the map shown in blue on the right) cannot give you the granular detail you will get from verified data sources (shown on the bottom left).

#2

Know where the spending power REALLY is

Growth opportunities are not only found in big cities. While population density is significant, what matters most is who actually has money to spend on what you're selling.

Importantly, this may not be who you expect it to be.

In countries with an aging population – including Japan, Australia and many European countries – spending power tends to sit within the older demographic. But this isn't always the case. In many developing economies, it's younger people that have greater spending power, meaning this could well be where you should focus your growth and investment efforts.

Through up-to-date data and analysis tools, you can determine where your communities of interest really lie. Once you've identified your target market, you can visualise which locations or audiences have the best spending power for your business – within seconds – so you can rapidly see where the best business opportunities are.



TOP 5 BOTTOM 5*	Country	Age 0-14	Age 15-29	Age 30-44	Age 45-59	Age 60+
	Japan	13%	15%	20%	19%	33%
	Italy	14%	15%	20%	23%	28%
	Finland	16%	18%	19%	20%	28%
	Germany	13%	17%	18%	24%	27%
	Bulgaria	14%	16%	22%	21%	27%
	Philippines	33%	28%	20%	12%	7%
	India	40%	26%	18%	10%	6%
	Egypt	32%	31%	19%	12%	6%
	Pakistan	41%	28%	16%	10%	5%
	Kenya	43%	29%	16%	8%	5%

* Selective representation

#3

Don't waste investment: study your new customers

Who are you selling to? You might be confident about your target market in one geography. And it's fair to say that certain insight from your success in another location may well be portable to new geographies. But you can't assume this is the case.

One way to tackle this is by sourcing local insight. Using reliable global datasets coupled with analysis tools, you can gain better insight into your prospective customers in unfamiliar geographies. This data will include age, gender, purchasing power and where they are located, meaning you can test and assess your market potential before you commit.

If you do this thoroughly enough, you can reduce the risk of your new business activities: for example, ensuring you open new premises in locations with a high footfall or activate audiences on the right ad platform. This avoids wasted marketing efforts, and protects your brand reputation.

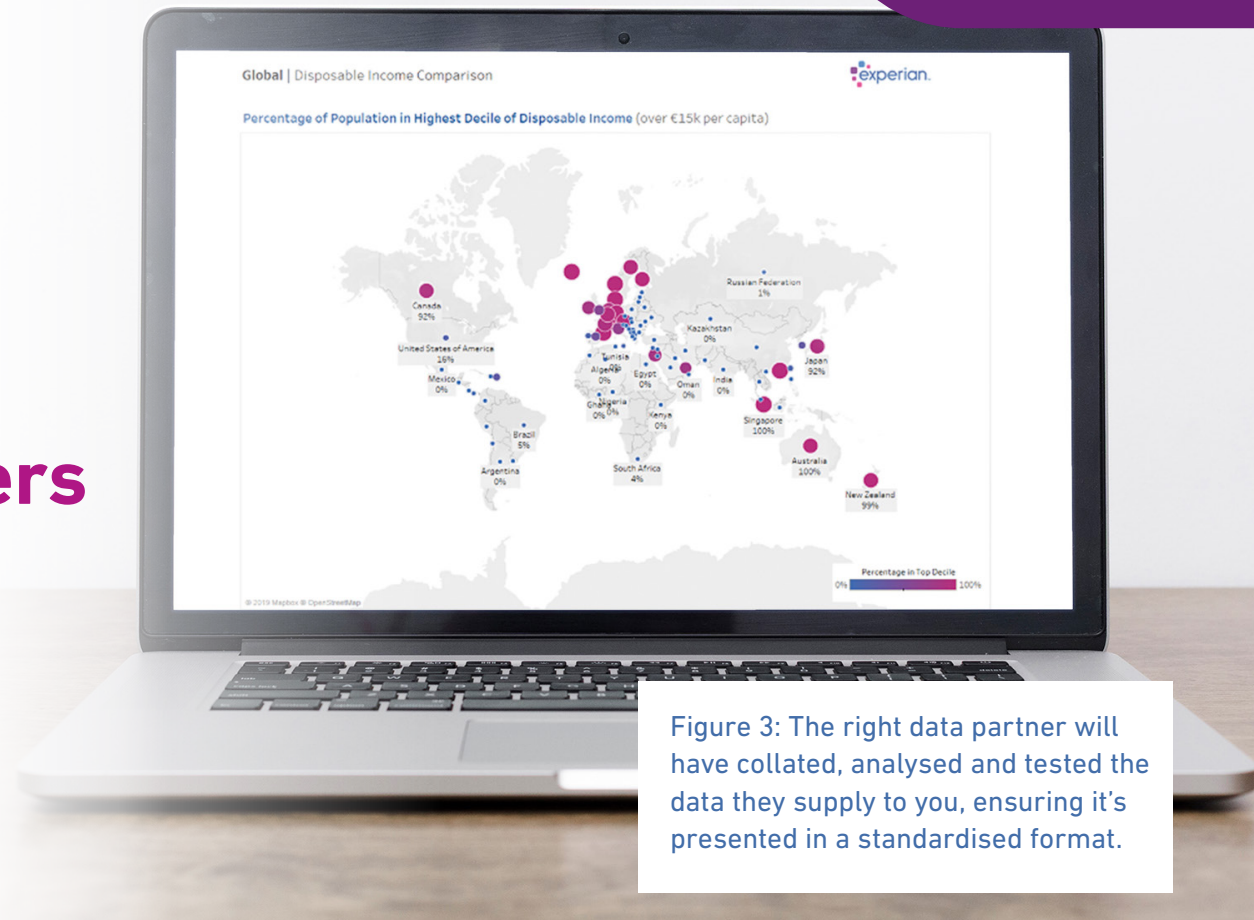


Figure 3: The right data partner will have collated, analysed and tested the data they supply to you, ensuring it's presented in a standardised format.

#4

Going global? Choose a global data expert

If you're planning an expansion into new geographies – especially to unfamiliar cultures, or countries that speak a different language – getting hold of accurate local data can present real challenges.

One solution is to work with a data supplier based in that country. But while the data is likely to be detailed and accurate, the format of it may differ from your existing data, making it difficult to compare and analyse. What's more, there may be cultural nuances in the data, which you are not in a position to identify.

If you're planning to expand to multiple markets, the time and effort required to source all the data you need directly can make the whole exercise seem unachievable. Plus for some markets, the language barrier may be such that it's impractical to reach out in the first place.

In these circumstances, it's hugely valuable to work with a global data partner. They will have collated, analysed and tested the data they supply to you, ensuring it's presented in a standardised format that will work alongside your existing datasets.

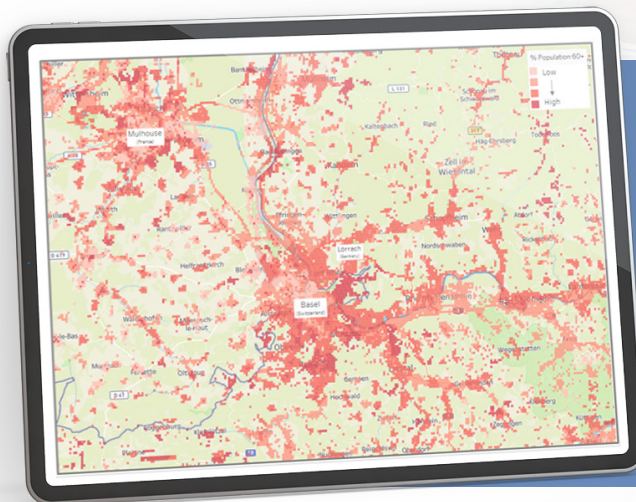


Figure 4: A good data provider should take the hard work out of global data collation, displaying information about multiple countries in the same, standardised format. For example, this map illustrates where the highest concentrations of people over 60 are found across three countries.

#5

Ensure your data is consistent and comparable

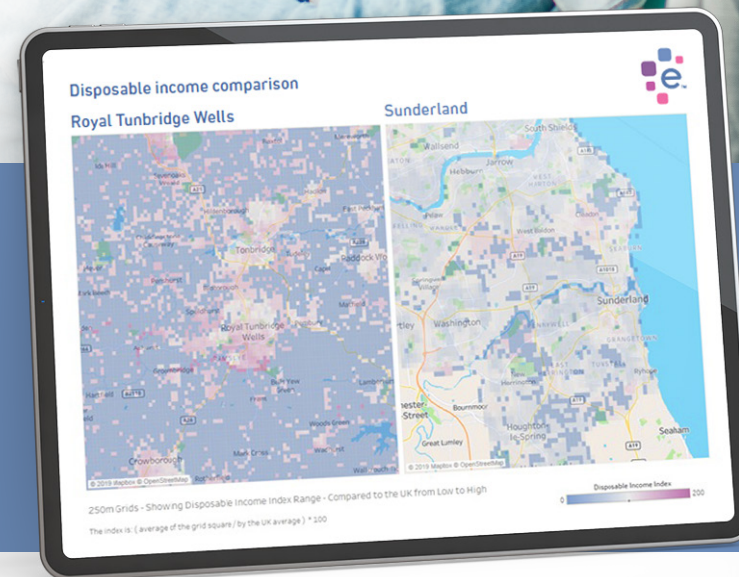
Data can offer much more meaningful insight if it is up to date and consistent.

For example, data about population density can help you decide where to launch a new product – but not if that data is five years old. Equally, old data cannot be compared with new; not only could that older data be incorrect, but data collection methods may well have changed since then, skewing your 'findings' in a variety of ways.

True insight comes from being able to compare, rank and contrast different characteristics – the ones that speak to your customer base. So when undertaking any new business venture, the quality, consistency and comparability of your data is essential to drive your decision-making.

To get hold of this data, it's important to consider working with a trusted data partner. The right company will have robust processes in place for verifying the data they source, and will present all data to you in a consistent format. They will also have policies to ensure the data you receive is regularly updated.

Figure 5: The right data partner will have robust processes in place for verifying the data they source, so that it is always meaningful for comparison and insight. This graphic demonstrates the variability between cities by illustrating disposable income.



#6

Get detailed data for hidden insight and smarter planning

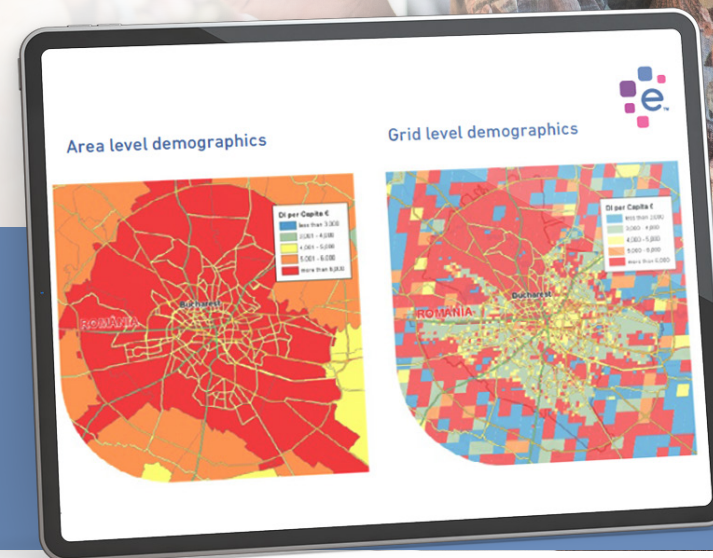
Areas of poverty and areas of affluence can be located very close to one another – often just a few metres apart.

The status of a location can also change fairly quickly, especially in large cities. A single street can be classed as 'undesirable' one year, and 'up and coming' the next.

As populations change, their demographics evolve, and so too does their spending power. So getting insight into this is critical for planning and business expansion. The more detail you can accrue on everything – from the current age of the population, to the latest points of interest and traffic levels – the better equipped you are to determine your next business move.

Some of the most cutting-edge data and analysis tools available today will allow you to analyse any location and audience at a micro level, by dividing the world into a series of grids, each about 250m by 250m. Each grid is enriched with an aggregated sociodemographic breakdown of the local population, giving you the hidden insight you need to make smarter business decisions.

Figure 6: Some cutting-edge data and analysis tools allow you to analyse any location at a micro level – not just by area – by dividing the world into a series of grids, each about 250m x 250m.



#7

Plan and advertise globally using consistent data

Creating and executing multinational campaigns to promote products and services to consumers around the world can be expensive and time consuming.

The success of these campaigns can often be hampered by the complexity of working with multiple localised data suppliers and digital advertising platforms. This can create a lack of consistency in the audience targeting strategy.

Using different data sets to accomplish the same goal can dilute the quality of the data and diminish campaign effectiveness if the data is collected with a variety of methodologies and standards.

In these circumstances it is extremely valuable to work with a global segmentation which has been defined by clustering populations from a broad

cross-section of countries across all regions to define a set of consistent groups by age, lifestyle, income, household size and locality. Such segmentations provides marketers with consistent and visual representations of key socio-demographic attributes across the globe.

Working with a global data partner means that audiences can be selected to plan campaigns across multiple countries. A trusted global partner can also offer consistency in linking audiences to offline and digital channels. This means brands looking to execute cross-channel campaigns internationally can do so centrally or by providing direction to local offices. This centralised planning approach allows marketers to reach audiences consistently across markets and across platforms and destinations: from paid social, to display advertising and programmatic down to Out of Home (or Digital Out of Home) and addressable TV.





WorldView from Experian

Make impactful and informed decisions in international markets, by accessing a set of consistent socio-demographic attributes.

Experian WorldView is the first solution to deliver an aggregated socio-demographic dataset at a grid level of 250m by 250m consistently across multiple countries. It offers immediate access to consistent, consolidated, geographic data concerning population, age, gender, income, and expenditure plus a global segmentation. As a result, WorldView enables you to make effective decisions about your international growth strategy, from location planning to consumer marketing activities.

Utilising the latest satellite remote-sensing technology, verified global datasets and machine learning algorithms, WorldView allows you to:

- Identify new business opportunities worldwide – enabling cross market assessments
- Recognise untapped demand
- Analyse catchments at the most granular level
- Optimise product distribution
- Better understand your customers with greater insights
- Develop effective marketing strategies
- Understand and plan your international marketing campaigns
- Activate your preferred audiences at scale across a number of channels
- Benchmark performance across all locations
- Build strategies for sustainability as well as growth

Experian WorldView is designed to work in harmony with other Experian datasets, giving you the opportunity to further bolster your in-country research. What's more, Experian offers a variety of consultancy services to help you extract greater insight from your data.



Speak to our team – today

To find out more about partnering with us to turn insight into global growth and opportunity, and to see a demo of WorldView, email



businessuk@experian.com

About Experian

Experian is the world's leading global information services company.

During life's big moments – from buying a home or a car, to sending a child to college, to growing a business by connecting with new customers – we empower consumers and our clients to manage their data with confidence. We help individuals to take financial control and access financial services, businesses to make smarter decisions and thrive, lenders to lend more responsibly, and organisations to prevent identity fraud and crime.

We have 17,200 people operating across 44 countries and every day we're investing in new technologies, talented people and innovation to help all our clients maximise every opportunity.



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