

Understanding your audience

Consumer Profiling

The challenge

In order for your organisation to communicate effectively you need to understand the characteristics of your customer and prospect audiences. Getting this right allows you to better meet consumer needs and understand how to find prospects that look like your existing customers.

Many organisations hold information based on how consumers interact with them. This allows common behaviours of key groups of individuals to be understood.

A common challenge is not understanding the wider demographics, lifestyle, and attitudes of consumers and knowing how this compares to the wider market. Overcoming this can dramatically increase your understanding of key consumer groups and enable more effective marketing communications.

Our solution

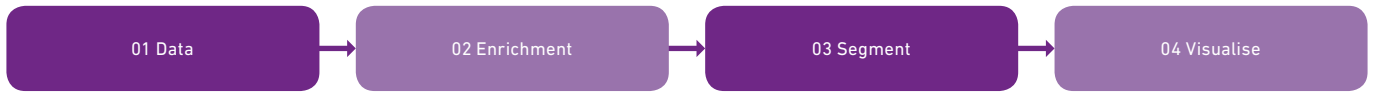
Experian's Consumer Profiling services are a key first step in helping you to better understand who your consumer audience is and what makes them tick so that you can go on to engage with them more effectively. Key features of the service include:

- A range of interactive tools, which allow your data to be displayed through ConsumerView variables (Experian's universe of UK consumers) across a wide range of geographic and demographic attributes, consumer and financial propensities and Experian's consumer segmentations including Mosaic and Financial Strategy Segments (FSS).
- The means to easily identify and visualise common characteristics of your customer base.
- The ability to divide your data into bespoke groupings, for example high spend, medium spend and low spend customers and to compare and contrast the profile characteristics of each.
- Access to a range of follow-on services which allow you to use insights obtained from the profiles to drive action. For example, execution and measurement of targeted marketing campaigns.

Consumer Profiling is key to understanding your audience so that you can communicate with them effectively

Consumer Profiling

Our approach



01 Data

Experian will clean, prepare and consolidate your data. We can add KPIs such as revenue per customer, email responsiveness, product mix and purchase channel. We also remove duplications where necessary and are able to create a single customer view.

02 Enrichment

We often enhance and enrich your first party data with third party data to plug gaps and ensure that your data can be profiled and understood across as broad a set of dimensions as possible.

03 Segment

Experian can segment and categorise your data into appropriate groups (e.g. by profitability, product, response, or channel) to allow for meaningful comparisons.

04 Visualise

We produce profile reports which allow you to understand and visualise your data across wide range of internal and external/market data metrics.

The benefits

- Consumer Profiling provides a solid understanding of your audience. It can clearly define who your best customers are, who are least valuable, and where opportunities may lie.
- Consumer Profiling can be used to tailor offerings to suit your customers. This includes the ability to personalise communications and marketing across all channels to make them more relevant and ensure customers feel valued.
- Consumer Profiling is the first step in understanding how to find more customers who look like your existing ones.



Effective consumer profiling helps drive outcomes that are good for your customers and good for your organisation

Consumer profiling

Why Experian?

- Experian Marketing Services is a leading global provider of consumer insights, targeting, data quality and cross-channel marketing.
- A large team of experienced analysts with access to market leading statistical software.
- Access to unique and extensive consumer and market data to complement your organisations own data.
- Ability to target your core profile through digital media and traditional channels such as direct mail.

How could Consumer Profiling 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**.

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