

# ConsumerView

A single, definitive and consistent view of UK consumers

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ConsumerView provides a single, definitive and consistent view of the UK adult population including contact information across postal, email, mobile and display channels, linking to a broad and accurate range of demographic, socio-economic and behavioural characteristics on each adult and household in the UK.

This wealth of insight can be linked to online personas enabling the same depth of understanding across both offline and online channels, providing cross-channel insight and intelligence to deliver and maintain profitable customer relationships.

## Marketers and insight professionals face a lot of challenges when managing customer data

- Are there gaps, duplicates or errors? Does our data cover every channel we want to communicate with our customers through?
- How do I gather better, more in-depth insight on my customers to help me more effectively manage my customer relationships and increase average lifetime value?
- How do I identify my most likely prospects, and know when and how to contact them?
- These issues can be multiplied if you have data coming from different channels and with different levels of relevancy.

## Experian consumer data can help you improve your understanding of customers and prospects by:

- Generating insight on individuals, household and neighbourhoods
- Enriching your database of transactional data with valuable demographic, consumption and attitudinal information
- Modeling customer and prospect behaviours to create consumer specific segmentation or propensity models to anticipate and predict consumer behaviour
- Enabling the selection of names and contact information from the prospect universe for targeted marketing and communications across traditional and digital media
- Being able to draw a link between the online, identifiable data and Experian's offline demographic and lifestyle information, providing cross-media linkage between any customer and contact point.

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“Experian consumer data covers over 49 million UK adults, containing over 500 variables.”

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## Detail behind the data

ConsumerView data covers over 49 million UK adults. Containing 500+ variables, segmentations and propensities, this data can be used to provide a prospect list relevant to any industry, and help to enrich your customer information for insight and to more effectively manage the customer relationship. Experian consumer data is unique due to its breadth and depth, the inclusion of a market leading demographic tool (Mosaic) and its ability to link offline and online data. Refreshed monthly, Experian consumer data covers all channels and includes:

### Individuals

Our data covers 49 million adults (42m prospectable)

### Address data

circa 25 million households (22m prospectable)

### Mobile data

circa 19 million mobile numbers

### Landline data

circa 10 million landline numbers

### Email data

circa 30 million email addresses

### Digital and social reach

circa 56 million email addresses for linkage purposes.

Online display advertising and our match rates across Facebook (50%) and Twitter (35%) mean you can have a richer view of individuals across every channel.

## How can I access ConsumerView?

Dependent on your needs, we will provide a solution that fits with your budget and requirements, but you can rest assured that all of our data is collected, compiled and delivered whilst maintaining and adhering to industry legislation and regulations. You can access ConsumerView in a number of ways:

- **Customer enhancement projects** – adhoc or regular projects, but paid for on a PAYG basis
- **Data licence** – annual licence of unlimited use of data for either prospecting, customer enhancement, or both
- **Audience selection** – adhoc or regular purchases of audiences, selected using ConsumerView demographic and behavioural insight
- **List rental** – adhoc or regular purchases of prospecting lists for single or multi-use purposes.

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“Staying ahead of the marketing curve, Boden works with Experian Marketing Services and uses consumer data to ensure that it understands and attracts a growing following of satisfied customers. We needed a partner with the understanding and resources to deliver what we wanted to achieve. Experian have embedded a team of marketing, data and planning experts that got down into the detail to build a strategy that has transformed our marketing approach.”

— **Nelissa Ishmael**, Acquisition Marketing Manager, Boden

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