



Statement of Functions

Segmentation Portal

V1.0



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1 Statement of Functions – Segmentation Portal

Segmentation Portal is Experian's online visualisation tool to aid our clients' understanding of our flagship segmentation product, Mosaic. It allows users to view information about the Groups and Types, such as an understanding of the data which sits behind the segmentation, an understanding of the spread of the Group and Type across the UK and provides access to functionality to allow the user to understand their data in relation to Mosaic.

Segmentation Portal also links into Mosaic Audience, which allows users to build up their 'Audience' using selections from a number of profiles, which then presents the user with the top groups and types associated with those profiles. Access to other segmentations is available, but this is based on a clients' subscription.

The functions of the Segmentation Portal are:

- Ability to view the Groups and Types data
- Ability for the user to rank the Groups and Types by a number of profiles
- Ability for the user to enter a postcode and receive a Mosaic Group or Type match for that postcode
- Ability for the user to upload customer data to be matched at postcode level to our latest postcode and Mosaic list
- Ability for the user to receive a visual profile report of their customer data
- Ability for the user to download this appended data
- Ability for the user to look at a similarity score to the Experian segmentation against their own data
- Ability for the user to create their own SuperGroups and SuperTypes
- Ability for the user to receive a report on the SuperGroups/Types they have created
- Ability for the user to view information across Groups and Types in the comparison section of the site
- Ability for the user to view multiple segmentations or data packs which they have access to
- Ability for the user to access a downloads section where they have access to download collateral, such as the Grand Index or eHandbook



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