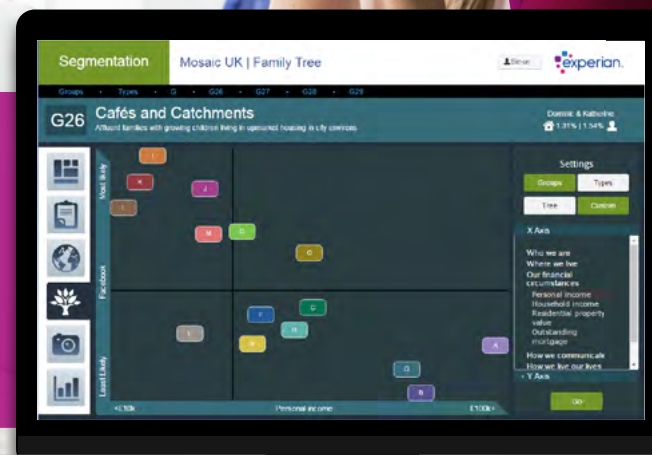


MOSAIC

ACTIONABLE CONSUMER INSIGHT ACROSS ALL MARKETING CHANNELS

Intelligence to reach the right people with the right message at the right time.

MOSAIC uses our most comprehensive cross channel consumer classification to gain a pin-sharp picture of today's UK consumer. The results being focused actionable insights on consumer lifestyles and behaviour.



Over **+850m** source records

15 groups,
66 types

450+ input variables for clustering and interpretation

1.73M postcodes

HOW IT WORKS

Building on a 30 year track record of identifying changes in the structure of UK society, Mosaic synthesizes millions of pieces of information to create an easy to understand segmentation that allocates:



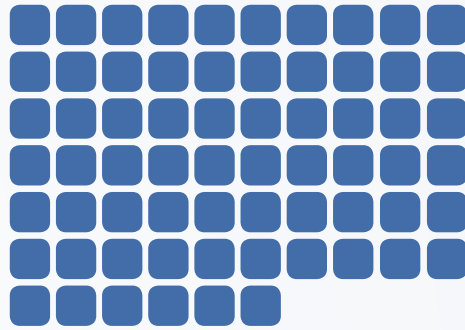
+50m individuals



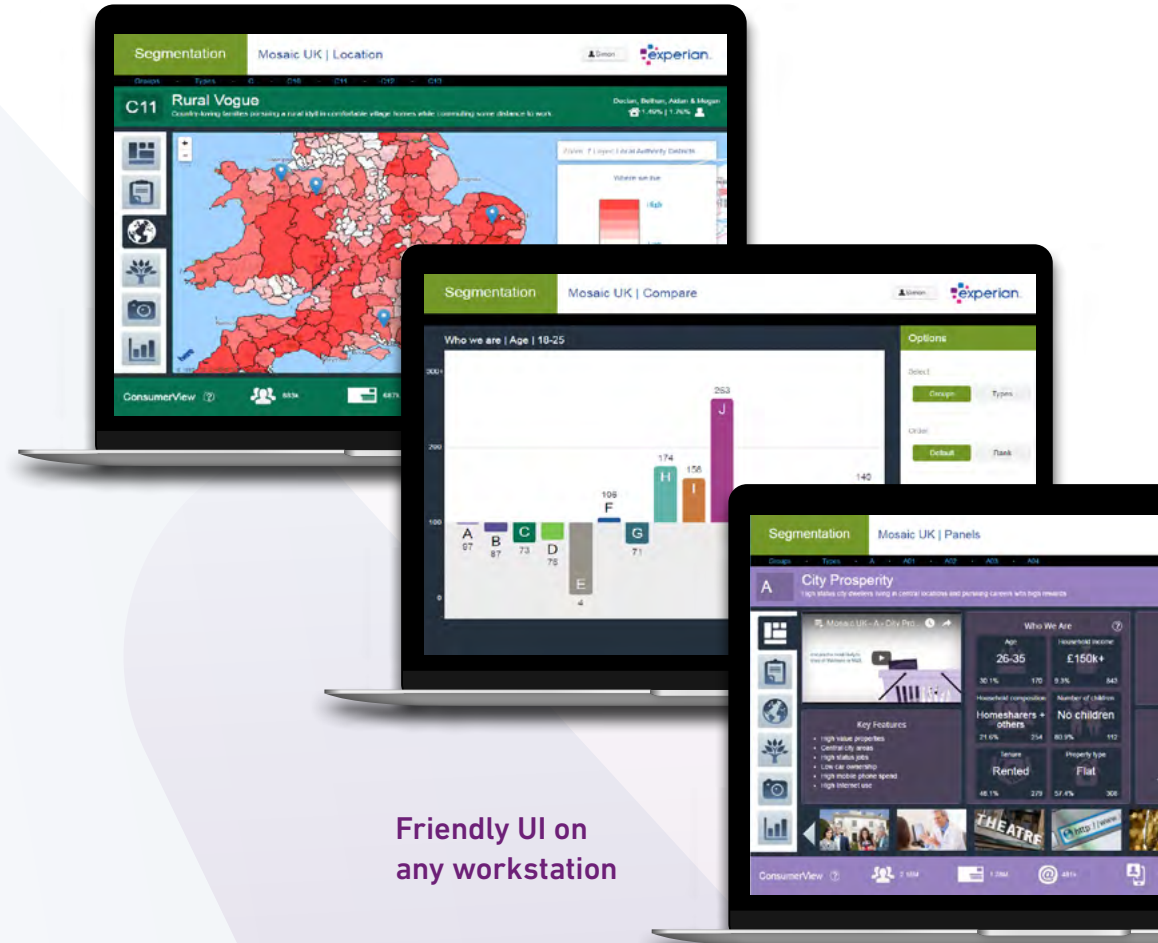
26m households



15 groups



66 detailed types



WHAT IT MEANS FOR YOUR BUSINESS

1

Improve retention and increase your share of wallet by truly understanding your customers and targeting them appropriately

2

Know your target audiences and engage with them across channels, to strengthen brand awareness and drive new customer acquisition

3

Understand geographic concentrations of your best customers to optimise your location footprint, and find the right locations for new stores, facilities and branches

4

Discover the real context behind the decisions consumers make

5

Enrich what you already know about your customer and really understand who your customers are

6

By consistently segmenting people according to their characteristics, you can talk confidently about the things that matter to them, using the channel they are most likely to respond to



WHAT IT MEANS FOR YOUR CUSTOMERS



Have a personalised customer centric approach to improve customer experience



Receive relevant content, across a variety of channels, appropriate to the customer needs

Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ
Tel: 0844 481 5638
experian.co.uk

© Experian 2019. Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331. The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU. All rights reserved.

