Digital Segmentation Experian

Segmentation is dividing your database into groups which are defined by individual characteristics. It creates an asset as separating your most valuable customers, so it is not by any means complex. Grouping different people into different segments gives you feasibility with your marketing allowing you to talk with each person in an engaging and relevant way.

Digital Segmentation Experian

Whether you are a brand, agency, or publisher, Experian wants to help you put people at the heart of your business. Our customer data, cross-channel media partnerships, and marketing segmentation measurement capabilities enable you to connect the customer marketing experience for thousands of brands around the globe.

Digital Segmentation - Experian Marketing Services

Mosaic USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences and habits.

Mosaic – Experian

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Digital Segmentation - Experian Marketing Services

Experian has over 30 years of experience working as a data provider and has redefined excellence in segmentation. Its Mosaic® USA market leading segmentation product has the most comprehensive database in the world. Mosaic divides the U.S. population into 71 cross groups and 19 types which utilise these groups.

Digital Segmentation - Experian

Experian’s Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers’ choices, preferences and habits.

Mosaic USA - Experian

These solutions utilise the considerable and well established knowledge Experian holds on consumers and allow to capitalise on the data your organisation already has on its customers.

Custom Segmentation – Experian

Customer Segmentation Strategies from Experian.com

Communicate more effectively with customers through Experian’s segmentation products. Experian’s Mosaic® USA segments consumers through financial behaviour, demographic classifications, digital behaviour and buying habits. All also offer bespoke segmentation solutions which can support tailored marketing strategies. Mosaic® Segmentation can be an individual, Mosaic® is Experian’s renowned demographic segmentation system for the UK.

Customer Segmentation Strategies from Experian.com

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Experian Marketing Services

Mosaic provides a valuable segmentation tool that connects media and direct response channels with the insight required to segment the behaviour, attitudes and preferences of those most profitable customers and target them in this more effective manner with the best messages.

Mosaic – Experian

Experian’s Mosaic® Consumers are creating large amounts of data every day, and you’re capturing it at every moment through their interactions, interactions you can leverage to advantage, often it doesn’t provide you with some of the most important insights you need – going beyond the...