Linking on-line behaviour to consumer segmentation for audience measurement and real time targeting

Paul Cresswell

Head of Leisure & Senior Consultant

Experian Business Strategies

paul.cresswell@uk.experian.com

Targeting for multi-channel marketing
How data and analytics are helping to manage online and offline channels

23 November 2009
Venue: MRS, 15 Northburgh Street,
London EC1

The Rise & Rise of Online Shopping:
A few key statistics

- Online Retail **worth £43.8 billion in 2008**

- **15%** of total UK retail sales, **£50 billion**, will take place **online in 2009.** Around **28 million online shoppers** in UK, spending average of **£1,500 each year** on internet.

- First secure online transaction in 1994 – even by **2000** proportion of retail sales online was **less than 0.5%.**

- IMRG predicts in **2020**, **90%** of all retail sales will be online or influenced by internet.

- We are living in a **multi-channel world!**

- On-line is just one of these channels, but perhaps one we **least understand**.

Source: IMRG Capgemini

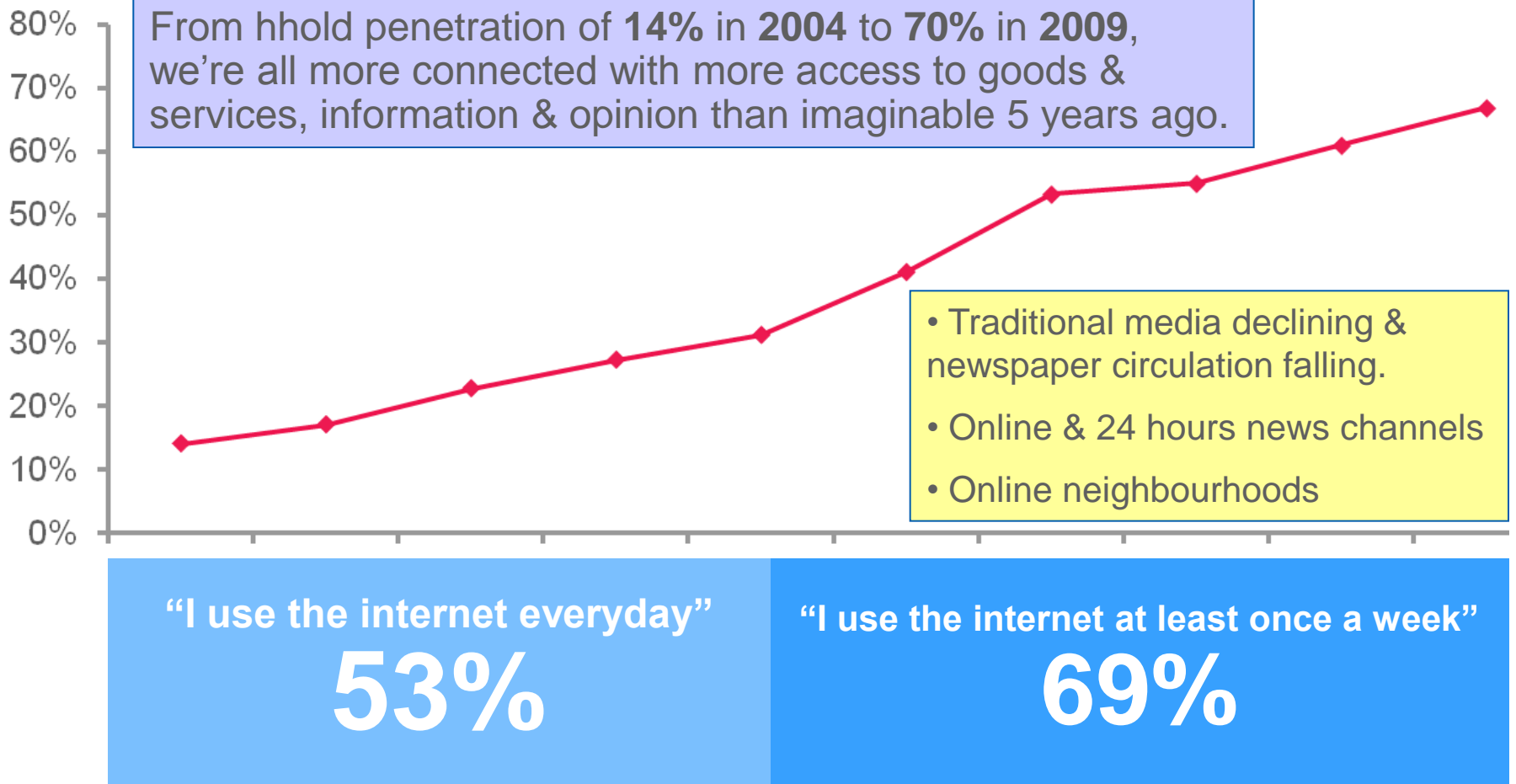# Consumer segmentation & on-line behaviour
Themes

1. **Generic consumer segmentation for understanding and analysing on-line behaviour**

   - Geodemographics – Mosaic

   - Channel preference – TrueTouch

2. **Online audience behaviour & the geography of internet usage**

   - Hitwise for understanding online behaviour

   - Geography of the internet

3. **Segmentation for targeting consumers in real time: delivering real time insight on prospects & consumers**

1. Generic consumer segmentations for understanding and analysing on-line behaviour

4
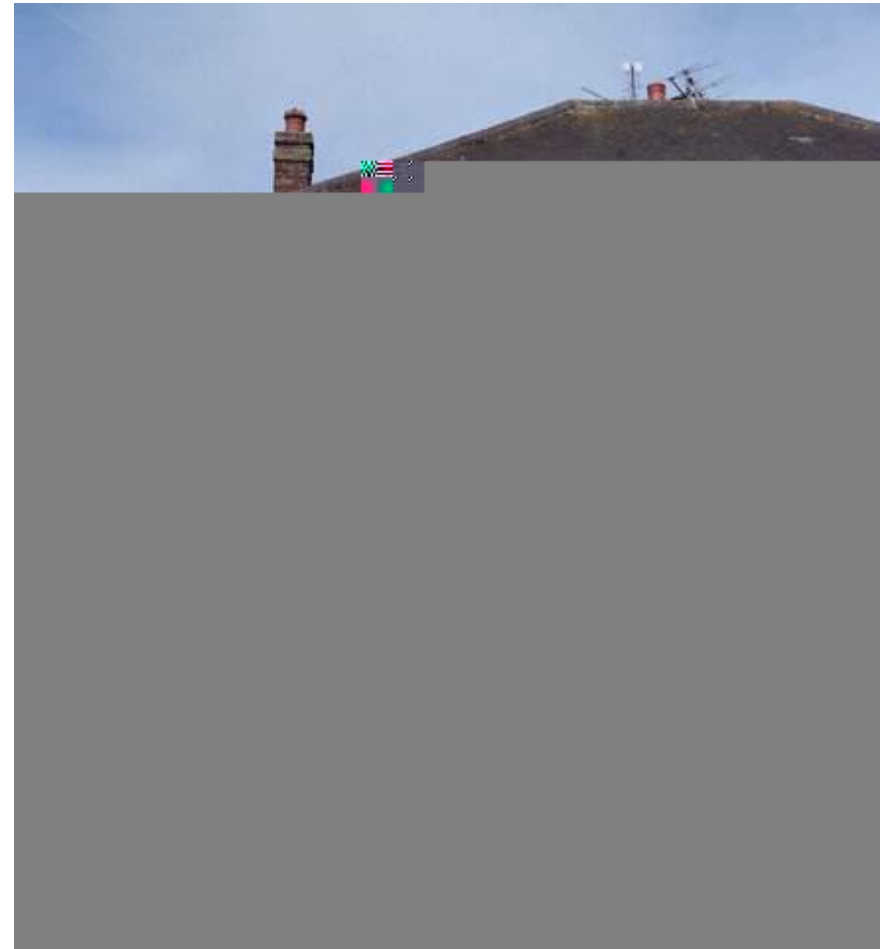
We really are living in Broadband Britain!

Online activity is increasing. Internet usage at an all time high….

> From hhold penetration of **14%** in **2004** to **70%** in **2009**, we're all more connected with more access to goods & services, information & opinion than imaginable 5 years ago.

- Traditional media declining & newspaper circulation falling.
- Online & 24 hours news channels
- Online neighbourhoods

"I use the internet everyday"
53%

"I use the internet at least once a week"
69%

Source: Experian Future Foundation /nVision Research | Base: 1,200 respondents aged 15+, GB

Online behaviour is an integral part of describing & interpreting geodemographic segmentations:
## Mosaic UK 2009

- Mosaic UK 2009 is Experian's **brand new** *"off-the-shelf"* consumer segmentation - a 3-tier person, household, postcode classification.

- **15 Groups**, **67 Types** & **141 Person Types**. Directly linked to every household, postcode, retail catchment & local area across UK

- Reflects recent **changes in society** providing greater insight.

- Key trend captured is understanding of on-line market & impact of "network society". Mosaic now integral to helping us **measure** & **understand online behaviour**

Group A: Alpha Territory
Group B: Professional Rewards
Group C: Rural Solitude
Group D: Small Town Diversity
Group E: Active Retirement
Group F: Suburban Mindsets
Group G: Careers and Kids
Group H: New Homemakers
Group I: Ex-Council Community
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Group L: Elderly Needs
Group M: Industrial Heritage
Group N: Terraced Melting Pot
Group O: Liberal Opinions

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Experian Hitwise for Online Intelligence
Internet behaviour profiling - unique insight into your online audience

• Leading **online competitive intelligence** service analysing behaviour of **8 million internet users** in UK & top **7,000 websites**.

• Interpretation of Mosaic segments enhanced through use of diverse portfolio of **Internet behaviour profiling**

• Provide **daily insights** on how customers interact with websites, & how competitors use different tactics to attract online customers to drive better business decisions

• Insight available by **consumer segmentations** and by **geography**

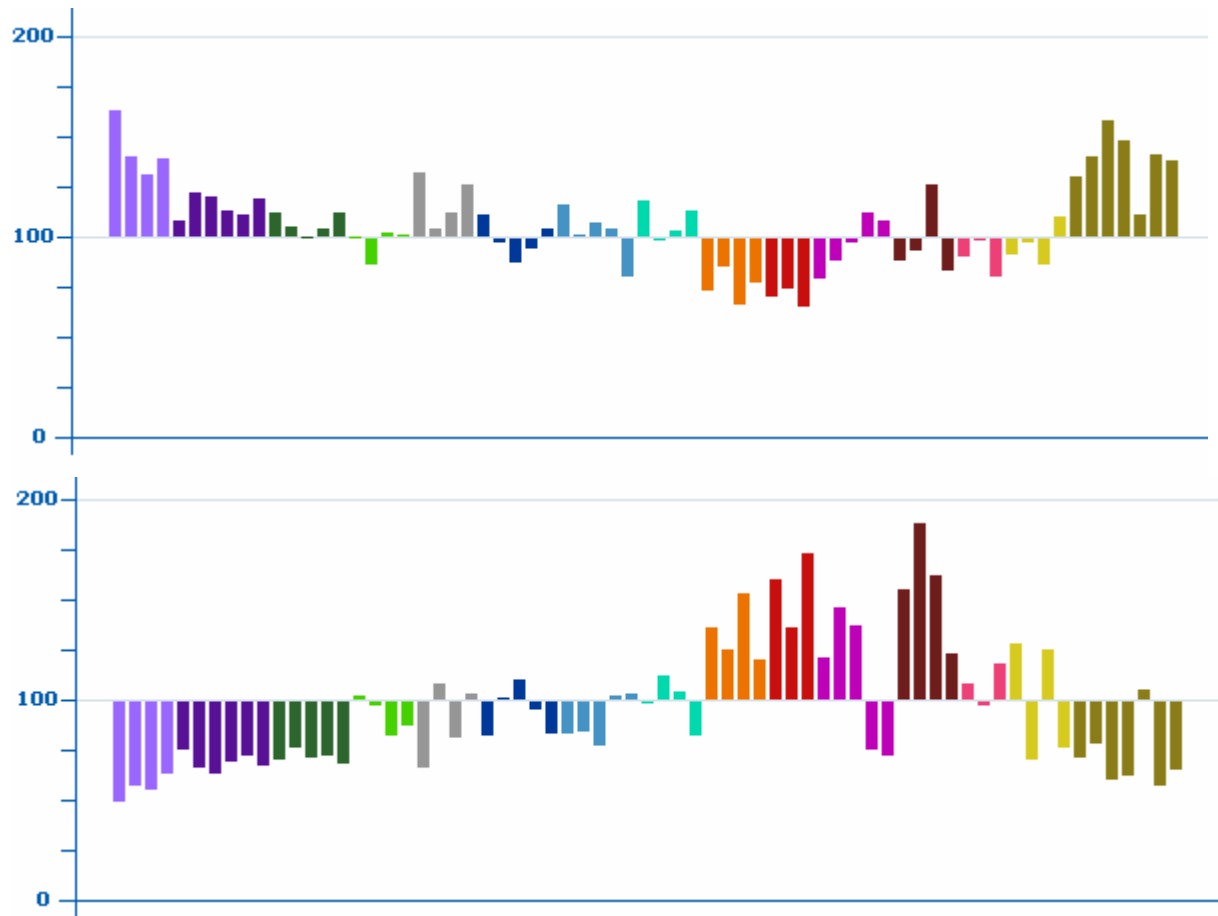• International dimension with over **1,500+ clients** worldwide
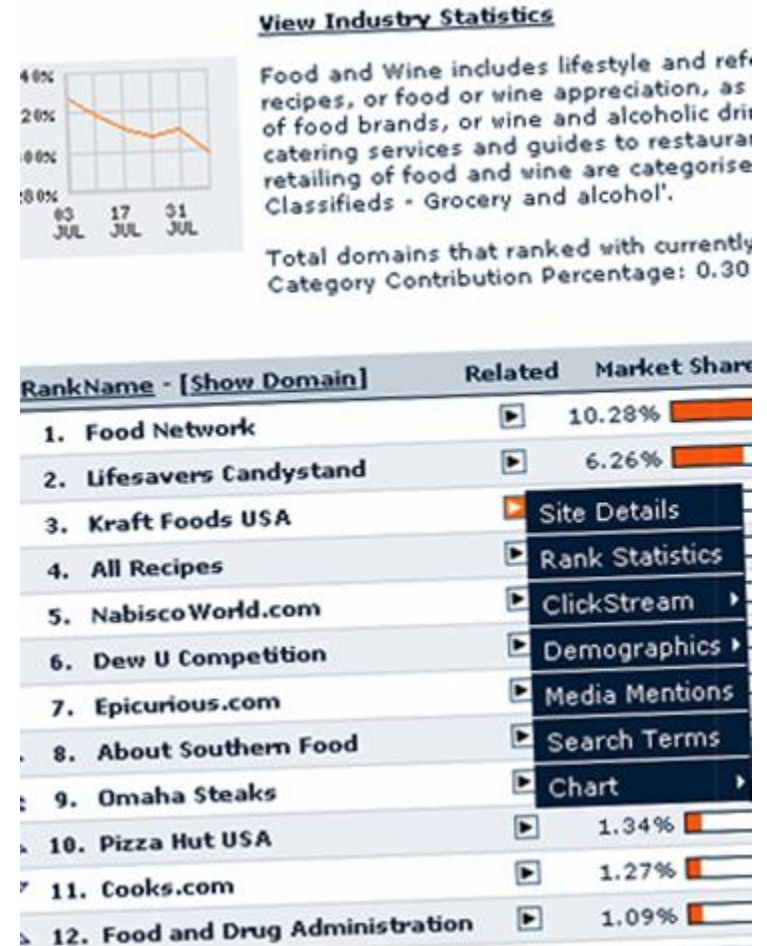
Describe & understand on-line behaviour & communication preferences across your customer profile
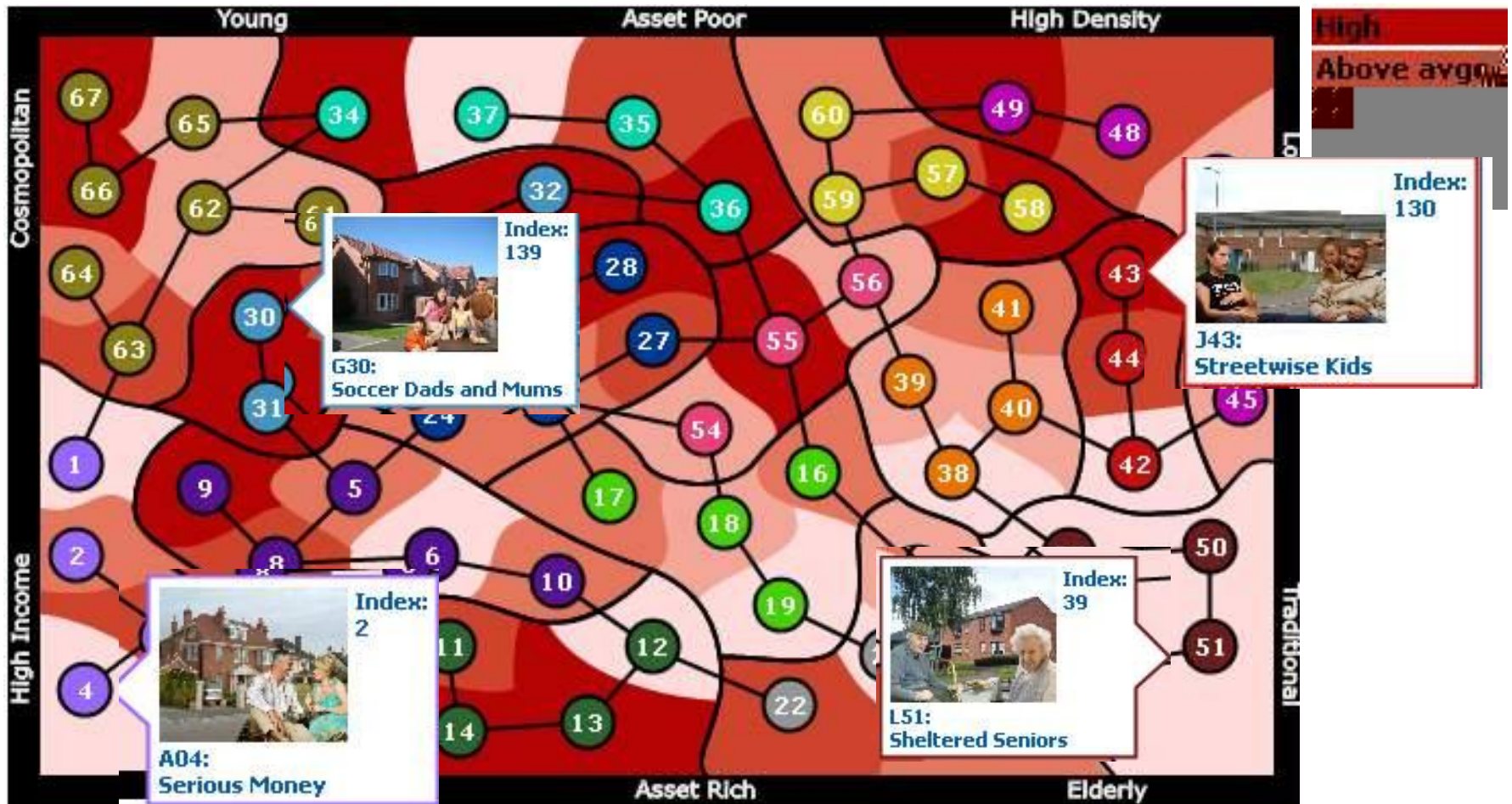## Internet sites by category

News & Media

Gaming

How we learn about products:
Internet is primary source

Describe & understand members of any geodemographic segment in terms of their on-line behaviour

Type A01: Global Power Brokers

The internet is a key information source for this type. They spend a lot of their online time browsing news sites and reading blogs, although they tend to be passive consumers of online media rather than contributors to social networks. When not keeping up to date with current affairs they like to check their stock and property portfolios or find information on the latest high end restaurants. Online shopping is not a popular activity amongst this type, but the number of foreign trips they take means that a lot of time is spent on travel – particularly airline – websites.

FINANCIAL TIMES   **Linked in**

TIMESONLINE   **BRITISH AIRWAYS**

primelocation.com   **The New York Times**

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Visits to key online categories: index vs. online population	Type A1
Entertainment	88
Shopping and Classifieds	63
Social Networking and Forums	75
Business and Finance	113
Search Engines	100
News and Media	163
Travel	138
Education	113
Lifestyle	100
Email Services	138
Sports	88
Banks and Financial Institutions	75
Automotive	50
Government	100
Music	75
Maps	138
Health and Medical	113
House and Garden	75
Movies	113
Fashion	100
Blogs and Personal Websites	151
Property	188
Employment and Training	113
Food and Beverage	176
Insurance	50
Stocks and Shares	226
Childrens sites	50
Gambling	50

Describe & understand members of any geodemographic segment in terms of their on-line behaviour

Type G30: Soccer Mums & Dads

The parents and children in these households are both big Internet users and broadband connections are typically high speed. But where the children view entertainment sites and social networks, their parents are more interested in transactional websites. This type buys everything from clothing and sports equipment to their weekly grocery shop and annual family holiday online. They prefer established mid market high street brands online, but also spend time searching for the best deals and discounts.

Visits to key online categories: index vs. online population	Type G30
Entertainment	94
Shopping and Classifieds	113
Social Networking and Forums	91
Business and Finance	110
Search Engines	99
News and Media	101
Travel	122
Education	95
Lifestyle	99
Email Services	85
Sports	115
Banks and Financial Institutions	114
Automotive	128
Government	99
Music	95
Maps	103
Health and Medical	112
House and Garden	117
Movies	91
Fashion	136
Blogs and Personal Websites	83
Property	127
Employment and Training	112
Food and Beverage	105
Insurance	124
Stocks and Shares	101
Childrens sites	154
Gambling	85

TESCO

hotukdeals

Thomas Cook

cineworld

DISNEY CLUB PENGUIN

next

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Identifying a target audience for an insurance offer:
Using on-line & off-line intelligence to communicate effectively & analyse the competition

Media consumption
Offline and online measurement

Mid Life Affluence
FSS Group H

Families in middle years who are comfortably affluent & whose financial commitments now lower

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Select	Rank	Name - [Show Domains]	FSS Household Group (%)	Traffic Volume	Relative Strength
☐	1	Daily Mail	(11.26%)		
☐	2	Telegraph	(13.46%)		
☐	3	Times Online	(12.54%)		
☐	4	The Sun	(8.20%)		
☐	5	Guardian Unlimited	(9.59%)		
☐	6	The UK Independent	(11.51%)		
☐	7	Mirror.co.uk	(9.62%)		
☐	8	The New York Times	(9.58%)		
☐	9	FT.com	(11.87%)		
☐	10	Radio Times	(11.38%)		
☐	11	Telegraph Sport	(12.45%)		
☐	12	NME.com	(11.74%)		
☐	13	Which?	(15.41%)		
☐	14	BBC Good Food	(13.01%)		
☐	15	Parker's	(12.28%)		
☐	16	FarmersWeekly Interactive	(34.62%)		
☐	17	News of the World	(8.74%)		
☐	18	Times Online - Business	(13.33%)		
☐	19	Times Online - Morningstar	(13.71%)		
☐	20	What Car	(14.10%)		

▶ **FSS Household Group:** Mid-life Affluence

over-represented

Mid Life Affluence
What is the competition like in this market for insurance websites?

Business and Finance - Insurance (Top 1000 sites) » All sites » Demographic site search » 4 weeks ending 29/08/2009

You have chosen to search the above data set for **sites** that have the greatest **volume of traffic** from users in the following demographic groups:

▶ **FSS Household Group:** Mid-life Affluence

Select	Rank	Name - [Show Domains]	FSS Household Group (%)	Traffic Volume	Relative Strength	S
☐	1	The AA	(12.51%)			
☐	2	Money Supermarket	(11.57%)			
☐	3	Tesco Personal Finance	(12.60%)			
☐	4	Confused	(10.38%)			
☐	5	GoCompare.com	(10.08%)			
☐	6	Marks & Spencer - Money	(16.13%)			
☐	7	comparethemarket.com	(9.77%)			
☐	8	Direct Line	(10.59%)			
☐	9	BUPA	(11.56%)			
☐	10	Aviva UK	(10.35%)			
☐	11	RAC	(11.14%)			
☐	12	Virgin Money UK	(8.49%)			
☐	13	Legal and General	(15.30%)			
☐	14	Standard Life UK	(18.81%)			
☐	15	Standard Life Group - Global	(18.36%)			
☐	16	Churchill Insurance	(11.24%)			
☐	17	Compare the Meerkat	(10.51%)			
☐	18	More Than	(10.50%)			
☐	19	Endsleigh Insurance	(12.15%)			
☐	20	The AA - Breakdown Cover	(12.06%)			

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Classifying consumers by channel preference & promotional orientation:
TrueTouch

- Classifies all UK consumers across range of contact dimensions – at individual & postcode level – into **22 behavioural segments**, aggregated into 6 groups.

- Developed using:

  ▶ **Lifestyle survey** data

  ▶ Commissioned **Future Foundation research**

  ▶ UK **Consumer Dynamics Database** (CDD)

- Hundreds of behaviours & attitudes analysed relating channel preference, promotional orientation, channel exposure, communication methods etc.

- Information from Experian's UK CDD (46.7 mill adults) , used to model media behaviour & attitudes for all UK consumers.

- Media behaviour also referenced from TGI, Forrester Technographics, Internet User Monitor surveys.

# Group E Traditional Approach
E16 Paper-based Opinions

- Heavy readers of **newspapers** (quality or midmarket) & take account of opinions in them.

- Highest responders to **newspaper advertisements** though generally negative towards advertising.

- **Conventional** in company interactions e.g. likely to access savings by post/over counter.

- Some have computers & may look at share dealing/ investment web sites, online newspapers or researching family history.

- **Inquiring** in Decision Style - can be persuaded to look at new ideas.

- Also **Adamant** & **Perfectionist** - require information to make a rational decision but not advice.

- Communications need to be informative, practical & need to respect their opinions.

Accepting
Intuitive
Adamant
Experiential
Perfectionist
Inquiring

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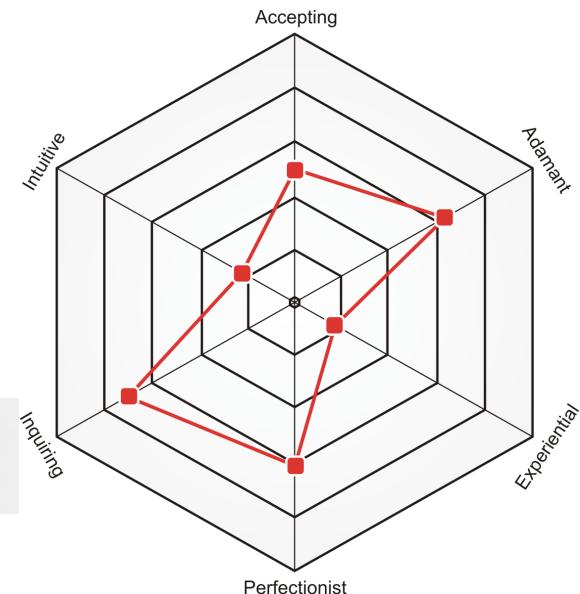
Business applications of generic channel preference segmentations

- Targeting customers & prospects via **most appropriate channels**

- Migrating customers to more **cost effective channels**

- Tailoring style/content of **communications**

- Aligning customers with most **relevant brands**

- Determining **most appropriate media/channel mix**

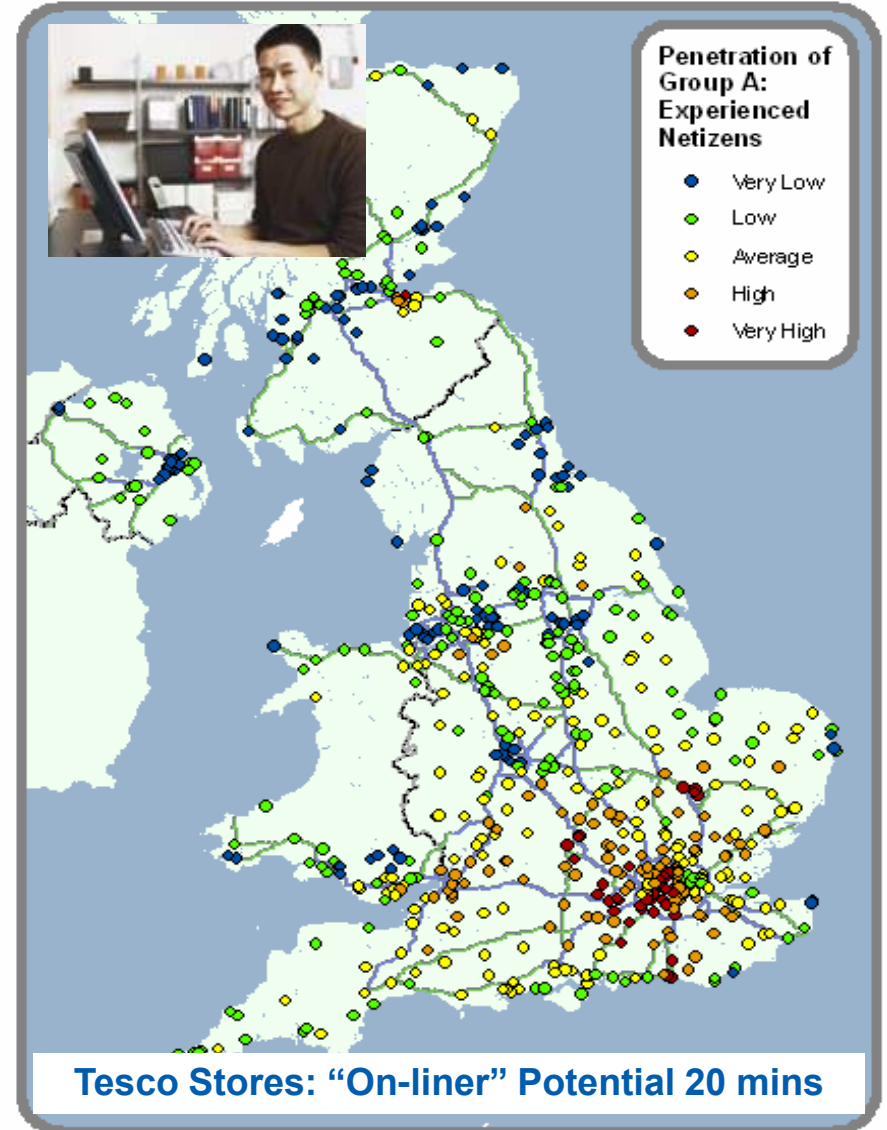- Informing your **spatial strategy** for channel communication
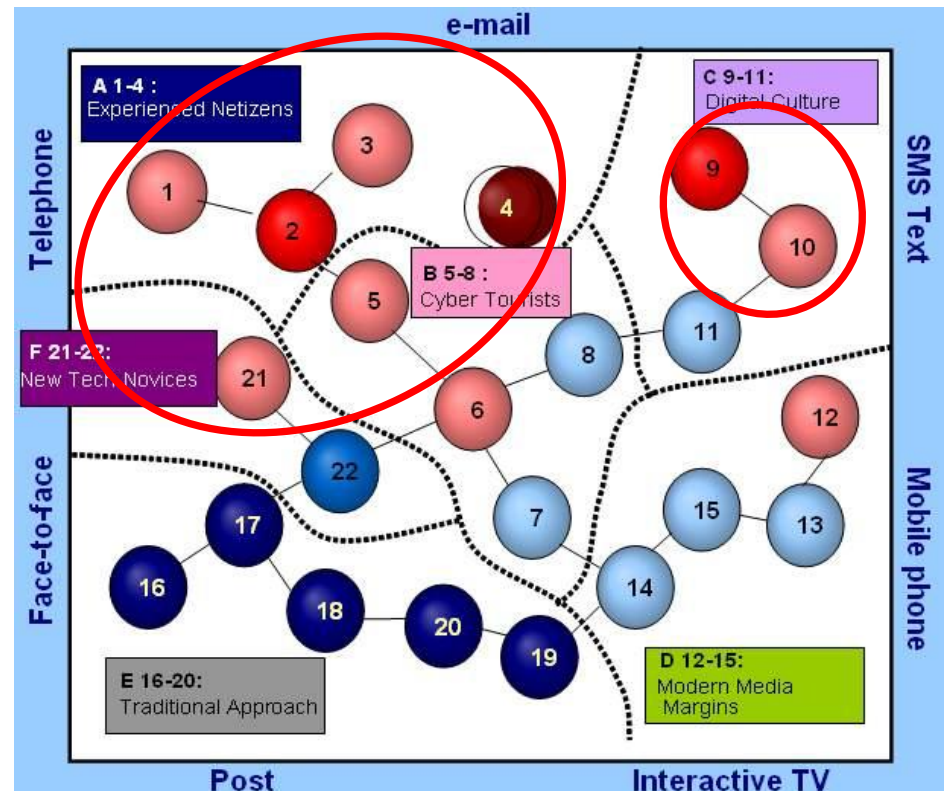
Responders to internet ads.
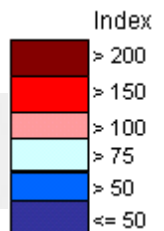
Look at your spatial strategy for channel communication
Identifying Opportunities for on-Line Grocery Shopping

- Many grocers have on-line shopping. But, with 100s stores in some networks, potential for on-line shopping is **not evenly distributed** around stores.

- Generic channel preference segmentation used as **spatial planning tool** to decide:

  ► in which stores online facility ought to be promoted.

  ► in which outlets in-store facilities for dealing with online shopping delivery should be prioritised.

- Consider the concentration of *Experienced Netizens* - high potential for online grocery shopping & key group for promotional activity for an on-line service.

- Helps **prioritise marketing activity & facility development** across estate.


Penetration of Group A: Experienced Netizens
- Very Low
- Low
- Average
- High
- Very High

Tesco Stores: "On-liner" Potential 20 mins

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Using channel preference segmentations in combination with other classifications:
Financial Strategy Segments & TrueTouch

Best results when **combine** several classifications measuring different dimensions e.g. channel preference segmentation used in combination with a geodem segmentation:

- ▶ Mosaic & FSS provide insight on **WHO** to target
- ▶ TrueTouch adds insight on **HOW** to target them (i.e. most appropriate **channel** & **communication style**)
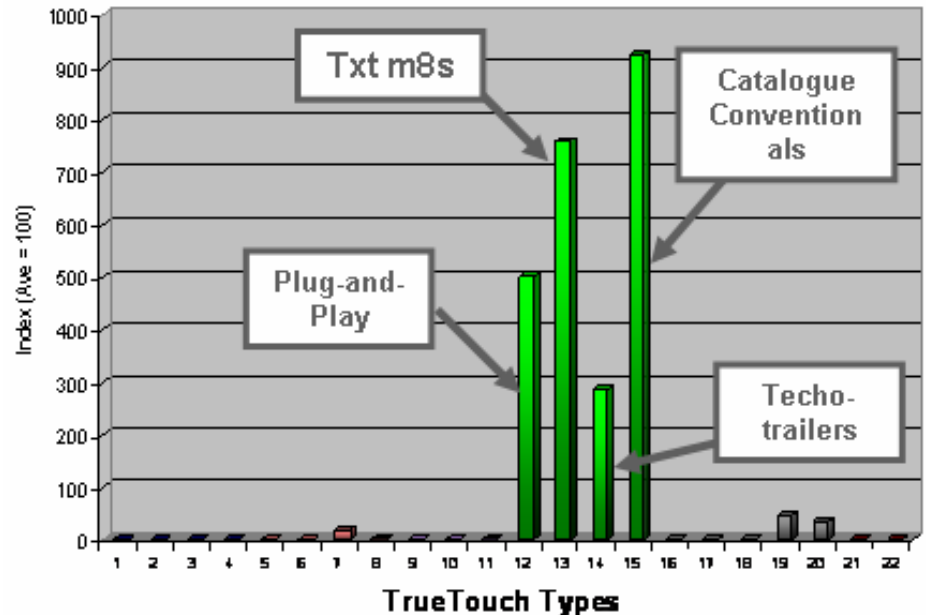
Child-raising Challenge **by TrueTouch Types**

2. Online audience behaviour & the geography of internet usage

Food and Wine includes lifestyle and ref
recipes, or food or wine appreciation, as
of food brands, or wine and alcoholic dri
catering services and guides to restaura
retailing of food and wine are categorise
Classifieds - Grocery and alcohol'.

Total domains that ranked with currently
Category Contribution Percentage: 0.30

Rank	Name - [Show Domain]	Related	Market Share
1.	Food Network	▶	10.28%
2.	Lifesavers Candystand	▶	6.26%
3.	Kraft Foods USA	▶	Site Details
4.	All Recipes	▶	Rank Statistics
5.	NabiscoWorld.com	▶	ClickStream ▶
6.	Dew U Competition	▶	Demographics ▶
7.	Epicurious.com	▶	Media Mentions
8.	About Southern Food	▶	Search Terms
9.	Omaha Steaks	▶	Chart ▶
10.	Pizza Hut USA	▶	1.34%
11.	Cooks.com	▶	1.27%
12.	Food and Drug Administration	▶	1.09%

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Experian Hitwise for Online Intelligence

Internet behaviour profiling - unique insight into your online audience

• Experian **Hitwise** online intelligence of **8 mill internet users** & top **7,000 websites** enables analysis of online audience behaviour

• Geodemographics **linked to individual's** ISP address to look at **profile** of people using individual websites or trends across industry categories

• Website "hits" now available **geographically**, at **Postal Area** but at **lower levels of geography** soon.

• Based on information from **major ISP providers**, provides "spatial" data on over **1 million unique internet users**.

• Identify geography of website usage for **snapshot** in time or over **time periods** to **monitor change**.

• Opens up **location, marketing & competitor benchmarking opportunities** that go beyond simply analysing aggregate make-up of your website traffic.

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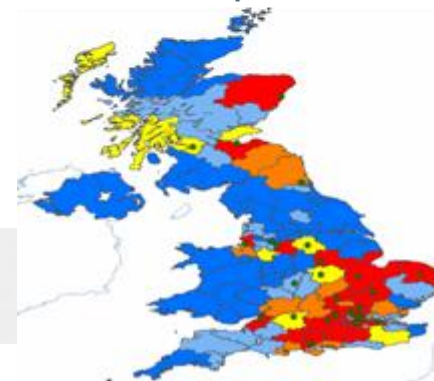
Understanding your "online" customer profile
Helping to target your marketing, drive purchasing and track change via segmentation

- How does profile of **"online"** customers compare with those that buy from your **locations**?

- How does it compare with a **key competitor**?

- Attracting **different groups** through your website or is customer base similar to that in your physical locations?

- How should you **differentiate the offering** through your different channels? Need to make website appeal to slightly different consumer group?

- How should you **promote your brand**? Via SMS, internet, off the page? Use knowledge of your on-line consumer profile to set out your strategy.

- Is your "online" profile **changing over time**? Attracting new customer types during credit crunch?

- Do key promotional campaigns **affect different types** of "on-line" customers more than others?

Group A: Alpha Territory
Group B: Professional Rewards
Group C: Rural Solitude
Group D: Small Town Diversity
Group E: Active Retirement
Group F: Suburban Mindsets
Group G: Careers and Kids
Group H: New Homemakers
Group I: Ex-Council Community
Group J: Claimant Cultures
Group K: Upper Floor Living
Group L: Elderly Needs
Group M: Industrial Heritage
Group N: Terraced Melting Pot
Group O: Liberal Opinions

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Why is the geography of internet usage important?
Helping to target your marketing, drive purchasing & inform your "clicks & mortar" strategy

Understanding spatial nature of website usage enables you to:

- **Inform** your **location strategy** & site performance analysis

  - Where are **highest concentrations** of "hits" for your business? How does this compare with distribution of your "bricks & mortar" locations?

- **Target** your **marketing** more effectively

  - With high share of hits in certain areas, where should I **prioritise marketing spend**? Areas near stores where your website usage is **weak**? How can you increase awareness here & drive traffic to your physical locations? Poster sites in key towns or other cost effective ways of driving internet traffic.

- **Benchmark** & analyse your **competitors** & understand **market share**

- **Monitor** & measure **promotion** & **advertising** effectiveness

- **Inform** your **merchandising strategy** and product/services development. **Find new customers** & increase **awareness** of your brand.

- **Identify** opportunities for **joint marketing** & **affiliate partnerships** .

- **Improve resource allocation**, particularly in public sector services

# Look at your on-line visitor profile:
By Mosaic, Age ……

Mosaic UK Summary of visitors to an upmarket cruise website

4 Rolling Weeks ending October 24, 2009

Report Details ▾

Mosaic UK Group (11 of 11)		Visits
C	Suburban Comfort	22.95%
A	Symbols of Success	18.27%
B	Happy Families	14.91%
D	Ties of Community	12.06%
J	Grey Perspectives	11.13%
K	Rural Isolation	6.27%
H	Blue Collar Enterprise	5.65%
E	Urban Intelligence	2.80%
G	Municipal Dependency	2.59%
I	Twilight Subsistence	1.68%
F	Welfare Borderline	1.67%

Age of visitors to upmarket cruise website

Age	Percentage
18-24	3.9%
25-34	4.81%
35-44	9.38%
45-54	15.13%
55+	66.79%
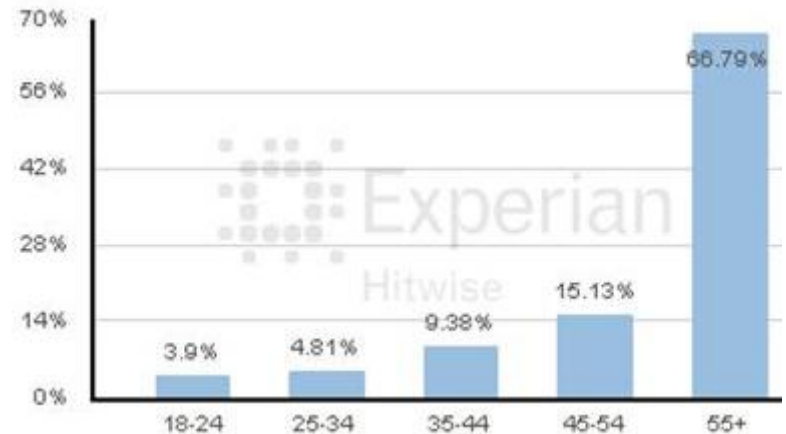
Match content & creative to the audience who are searching for the products & services you want to sell…

Mosaic UK Group of visitors to Bedroom furniture
4 weeks ending July 4, 2009, compared with Mosaic UK Group of the Online Population

Mosaic UK Group (11 returned)	Visits Bedroom furniture		Representation ▾	
1	B - Happy Families	16.19%	122	
2	A - Symbols of Success	13.15%	112	
3	J - Grey Perspectives	7.47%	110	
4	C - Suburban Comfort	15.86%	104	
5	H - Blue Collar Enterprise	9.00%	99	
6	I - Twilight Subsistence	1.97%	99	
7	K - Rural Isolation	5.59%	96	
8	D - Ties of Community	14.95%	91	
9	G - Municipal Dependency	4.22%	86	
10	E - Urban Intelligence	7.57%	81	
11	F - Welfare Borderline	4.03%	74	

• Use Mosaic to see what **kinds of people** are searching for products/services you want to sell & where?

• **Which locations** have high concentrations of right Mosaics for your new product offering?

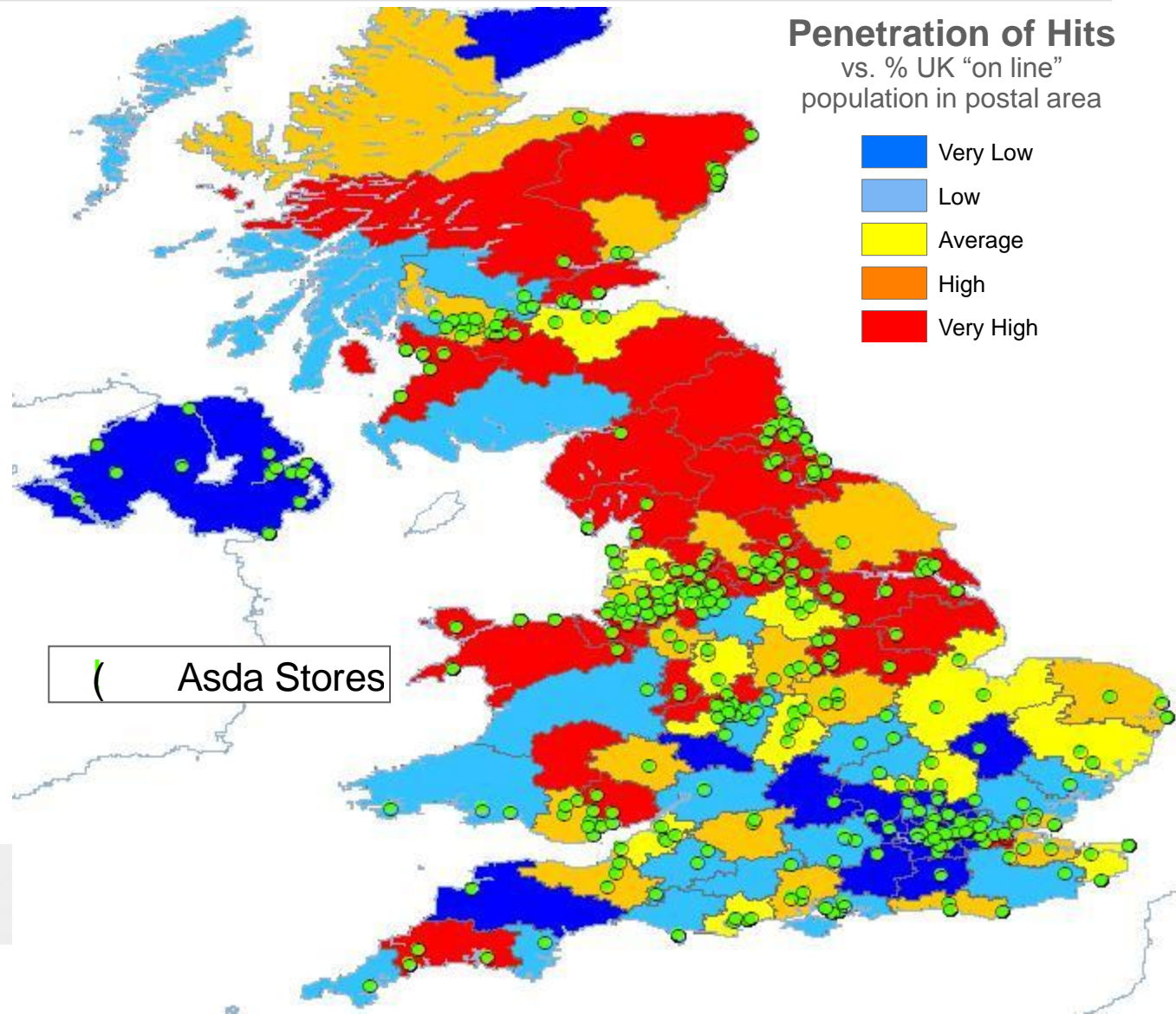• **Trial products** in certain areas or put services into selective locations only.

• Is your current offering **geared appropriately**?

• **Opportunity**? Parts of market you currently don't cater for?

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Informing your location strategy:
www.asda.com penetration of hits

- Asda have increasing number of locations in **south**, but here www.*asda.com* **penetration is relatively weak**

- What can you do to get "clicks" to **support** the "bricks" in south?

- Some areas in north where web site **interest** is very **high** but number of **locations low** e.g. YO=York
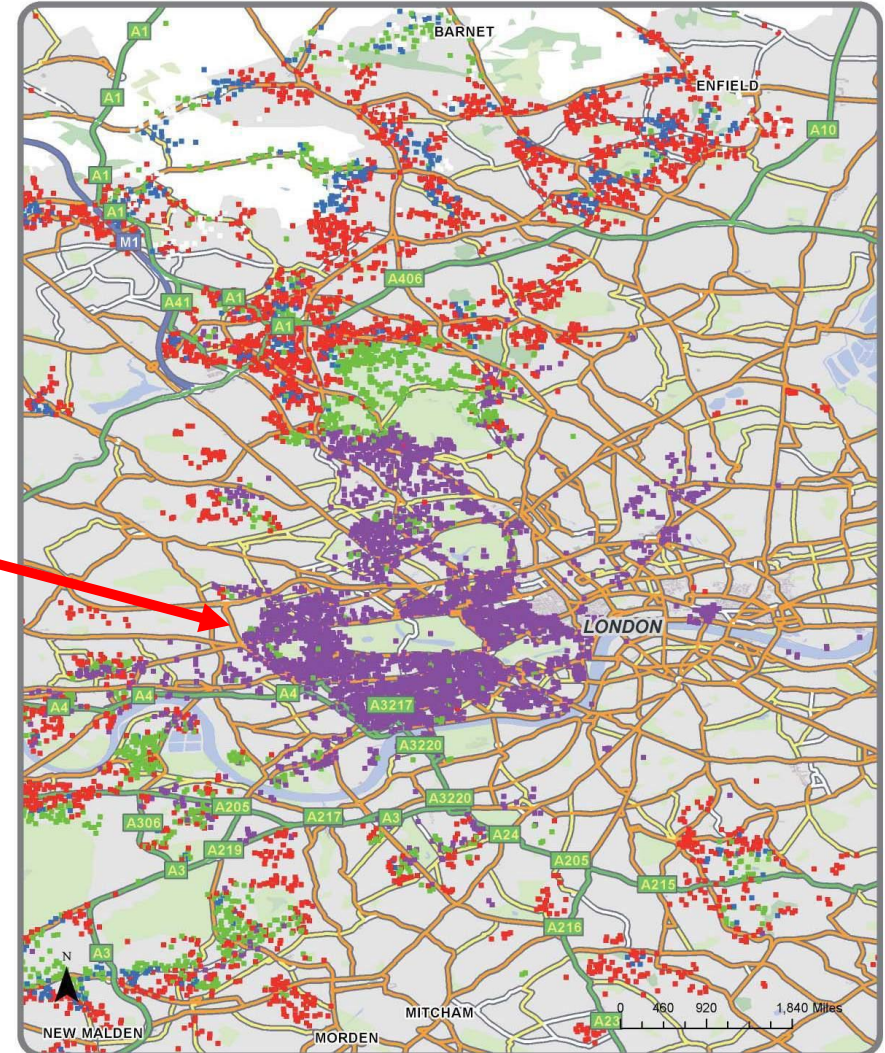

(Asda Stores

Penetration of Hits
vs. % UK "on line"
population in postal area

▉ (blue)	Very Low
▉ (light blue)	Low
▉ (yellow)	Average
▉ (orange)	High
▉ (red)	Very High

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If your key online customer types are upmarket Global Power Brokers, where are they & where should you promote your on-line offering?

Alpha Territory Mosaic Group in London

- **Global Power Brokers**
- **Voice of Authority**
- **Business Class**
- **Serious Money**

Look for poster sites in these areas to promote your on-line offering

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BARNET
ENFIELD
LONDON
NEW MALDEN
MITCHAM
MORDEN

Micromarketer Generation3

What does the competitive space for each product vertical look like? Who is getting the greatest share of visits?

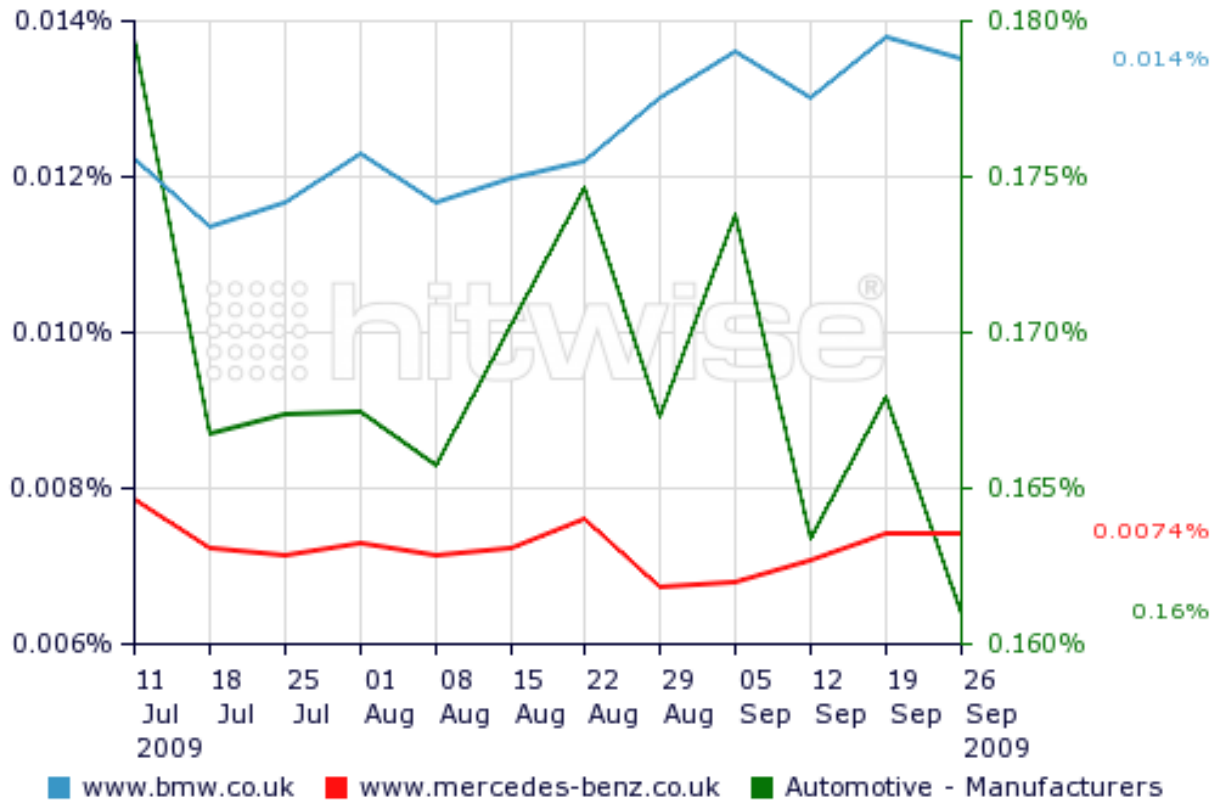**Websites receiving traffic from terms in Bedroom furniture**
Week ending July 4, 2009

	Websites (394 returned)	Clicks	Paid:Organic Rate	
1	Bedworld	9.98%	69.71%	30.29%
2	Monster Beds	6.03%	93.20%	6.80%
3	Dreams	4.58%	5.75%	94.25%
4	The Bed Warehouse Direct	4.57%	88.46%	11.54%
5	BedroomWorld	4.06%	34.21%	65.79%
6	Bensons Bed Centres	3.80%	16.55%	83.45%
7	Mattress Next Day	3.60%	85.37%	14.63%
8	Argos	3.23%	1.81%	98.19%
9	Tesco Direct	2.54%	46.55%	53.45%
10	Beds Direct	2.18%	2.69%	97.31%
11	Bedstar.co.uk	2.09%	21.30%	78.70%
12	IKEA	1.73%	10.13%	89.87%
13	John Lewis	1.72%	60.41%	39.59%
14	Mattressman	1.52%	90.38%	9.62%
15	Mattress 24	1.33%	77.99%	22.01%
16	www.sofabedsworld.co.uk	1.29%	2.26%	97.74%
17	Sleepmasters.co.uk	1.20%	39.02%	60.98%
18	Hammonds	1.14%	94.87%	5.13%
19	Silentnight Beds	1.14%	0.00%	100.00%
20	Sofabed.co.uk	1.11%	2.63%	97.37%
21	Furniture Village	1.01%	23.86%	76.14%
22	furniture warehouse	0.97%	75.76%	24.24%
23	eBay UK	0.97%	24.24%	75.76%
24	Time4Sleep	0.94%	15.63%	84.38%
25	bestchoicefurniture.co.uk	0.88%	86.76%	13.24%

- Which websites are **grabbing the most visits** for your key product categories?

- Which **competitors** are you up against?

- What **strategy** should you adopt to grab a higher share of visits?

- Who do your **partner** with and which **search engines** should you consider to drive traffic to your site?

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Benchmark and track on-line market share against the competition….

Weekly United Kingdom sites market share in 'All Categories', measured by visits with United Kingdom sites market share in 'All Categories', measured by visits on the right axis, based on UK usage.
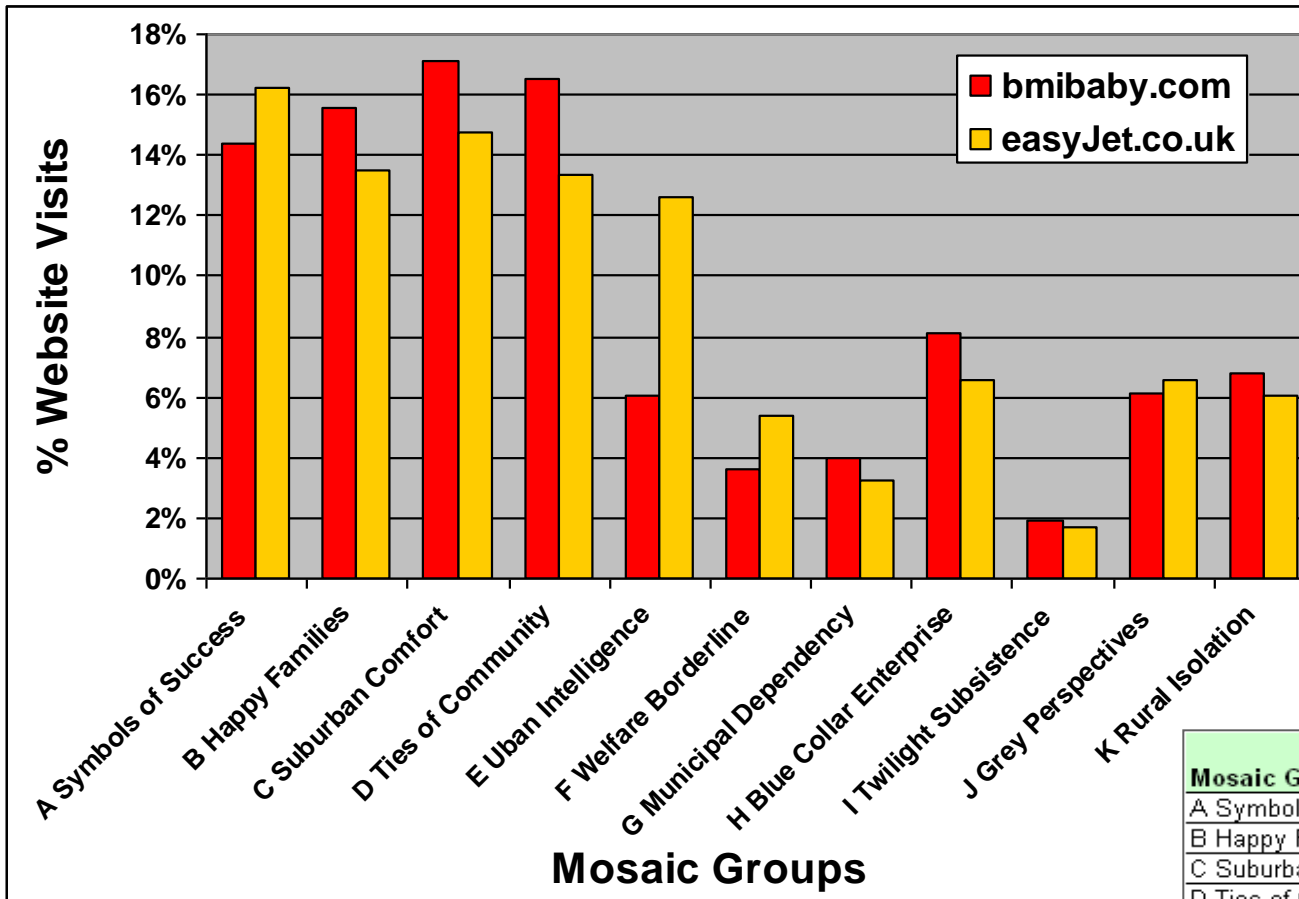Created: 02/10/2009. © Copyright 1998-2009 Hitwise Pty. Ltd.

• When are consumers **most active** in searching on-line for key product categories?

• When should you **schedule your dialogues** with potential customers?

• What is **effect** of your promotion? Has it **driven traffic** to your site? What's it doing to the **competition**?

• Is your promotion driving **right kinds of customers** to your site ?

Comparing your on-line Mosaic profile with a competitor

% Website Visits

Mosaic Groups

Legend: bmibaby.com (red), easyJet.co.uk (yellow)

X-axis categories:
A Symbols of Success, B Happy Families, C Suburban Comfort, D Ties of Community, E Uban Intelligence, F Welfare Borderline, G Municipal Dependency, H Blue Collar Enterprise, I Twilight Subsistence, J Grey Perspectives, K Rural Isolation
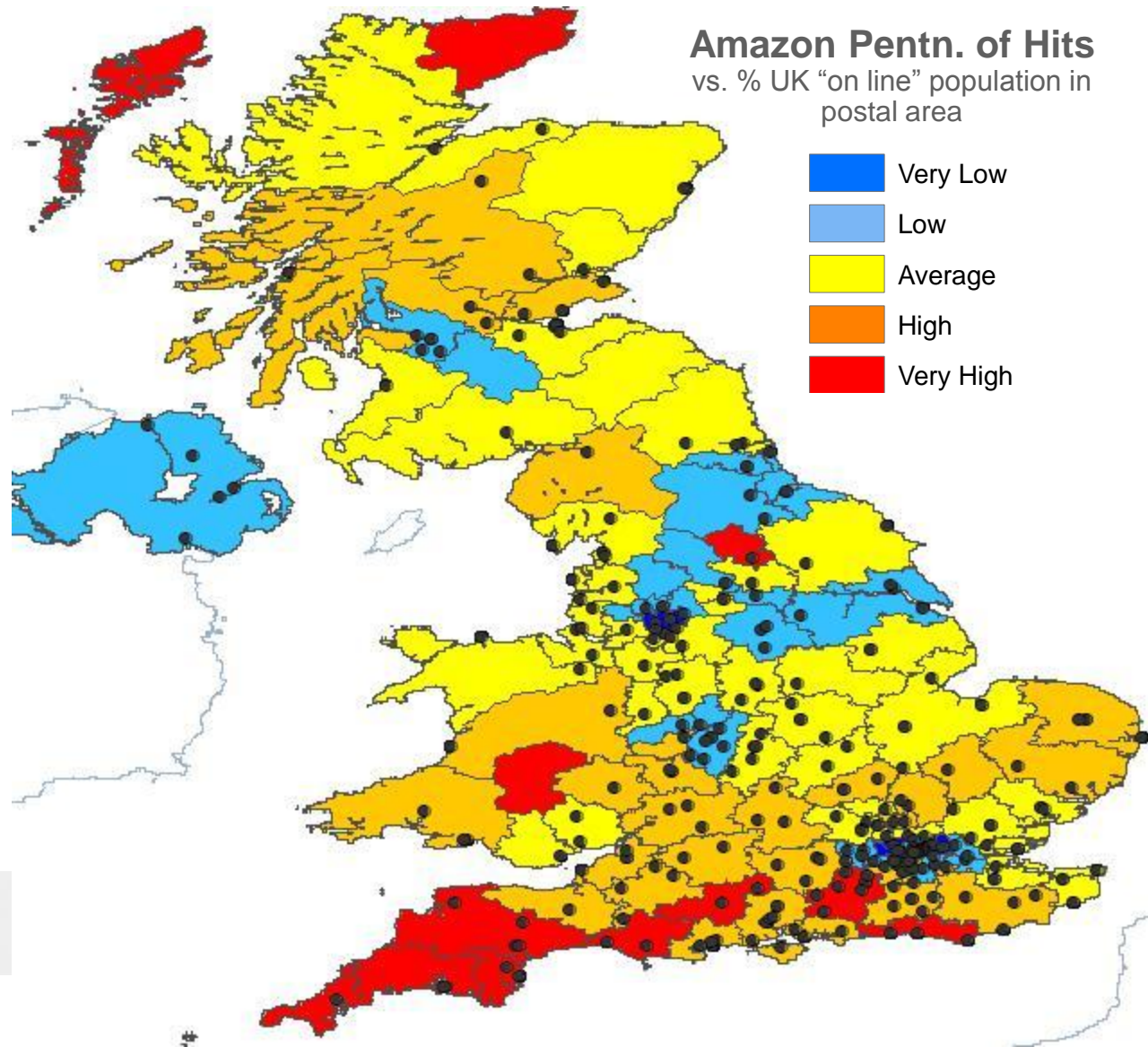
- Compare your Mosaic profile of "hits" with a competitor.

- Compare users of **bmibaby.com** with **easyJet.co.uk**.

- **Bmi** more strongly represented in **downmarket groups** whilst **easyJet** have are stronger amongst **younger singles**

Note: Mosaic UK 2009 to be added to Hitwise shortly

Mosaic Group	% Website Visits		
	bmibaby	easyJet	Index
A Symbols of Success	14.37%	16.23%	89
B Happy Families	15.53%	13.47%	115
C Suburban Comfort	17.08%	14.74%	116
D Ties of Community	16.53%	13.35%	124
E Uban Intelligence	6.05%	12.59%	48
F Welfare Borderline	3.63%	5.41%	67
G Municipal Dependency	3.95%	3.27%	121
H Blue Collar Enterprise	8.08%	6.56%	123
I Twilight Subsistence	1.90%	1.73%	110
J Grey Perspectives	6.09%	6.58%	93
K Rural Isolation	6.78%	6.07%	112

Competitor threats:
Waterstone's & Amazon

- Here we see geography of share of hits to *amazon.co.uk*.

- If you were **Waterstone's**, understand which of your bookshop stores are at **threat** from internet-only book retailers?

- Where do you need to **protect market share**?

- Which of your **stores should be doing better** given weak penetration of your internet competitors?
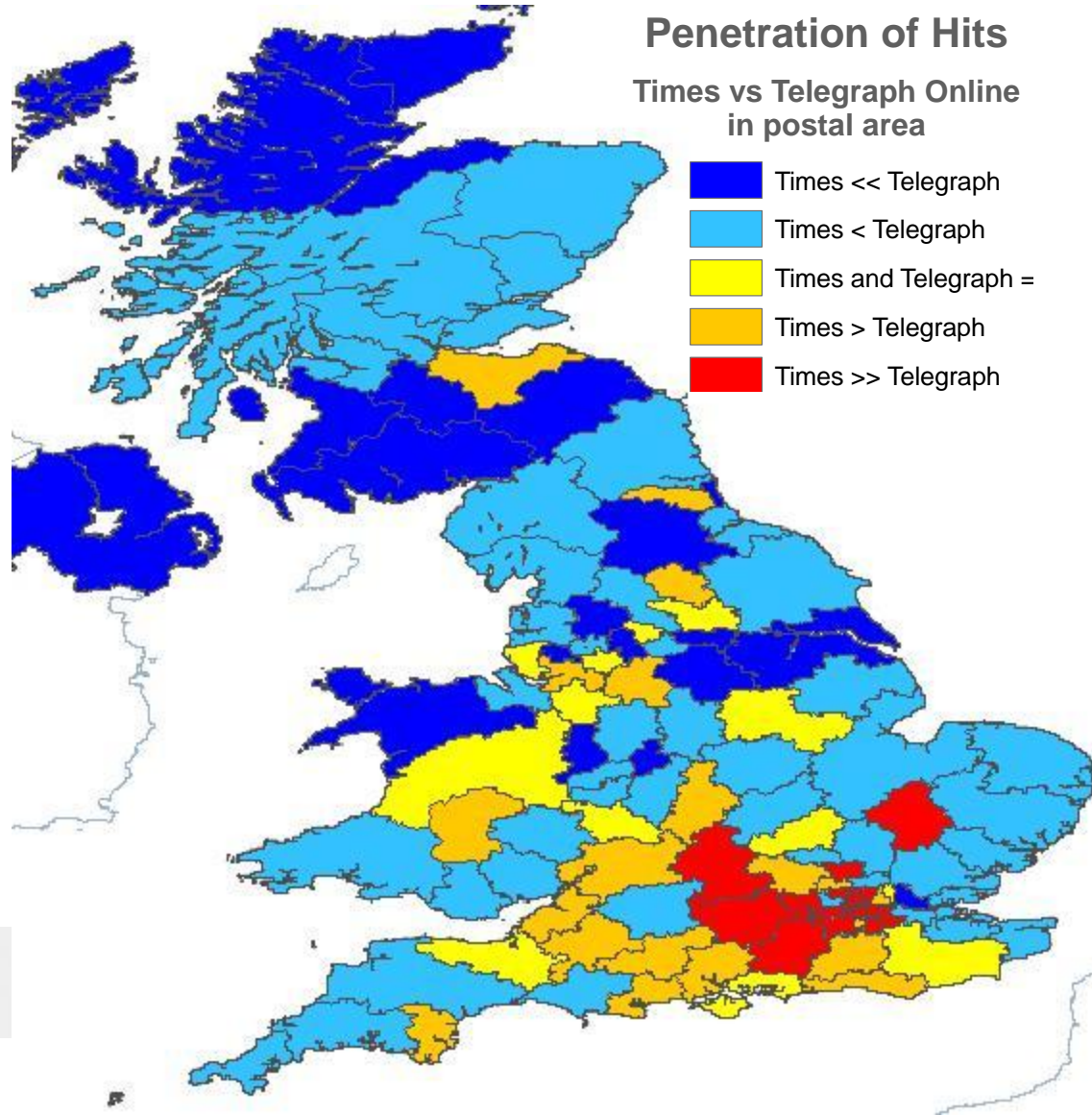

Amazon Pentn. of Hits
vs. % UK "on line" population in postal area

Color	Level
Blue	Very Low
Light Blue	Low
Yellow	Average
Orange	High
Red	Very High

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Identifying "Battleground" Areas:
## *timesonline.co.uk* v *telegraph.co.uk*

THE TIMES

Telegraph

- Want to **increase penetration** of **Times Online** website? Where are **competitor battleground** areas? Where should you focus to grab market share?

- **Where** are you strong/weak against a key competitor? ***Timesonline.co.uk*** relatively higher share than ***telegraph.co.uk*** in London, western Home Counties, South Coast & south Manchester

- ***telegraph.co.uk*** stronger in Midlands, North & NWest, East Anglia, South West.

- Helps **define your strategy** for increasing market share

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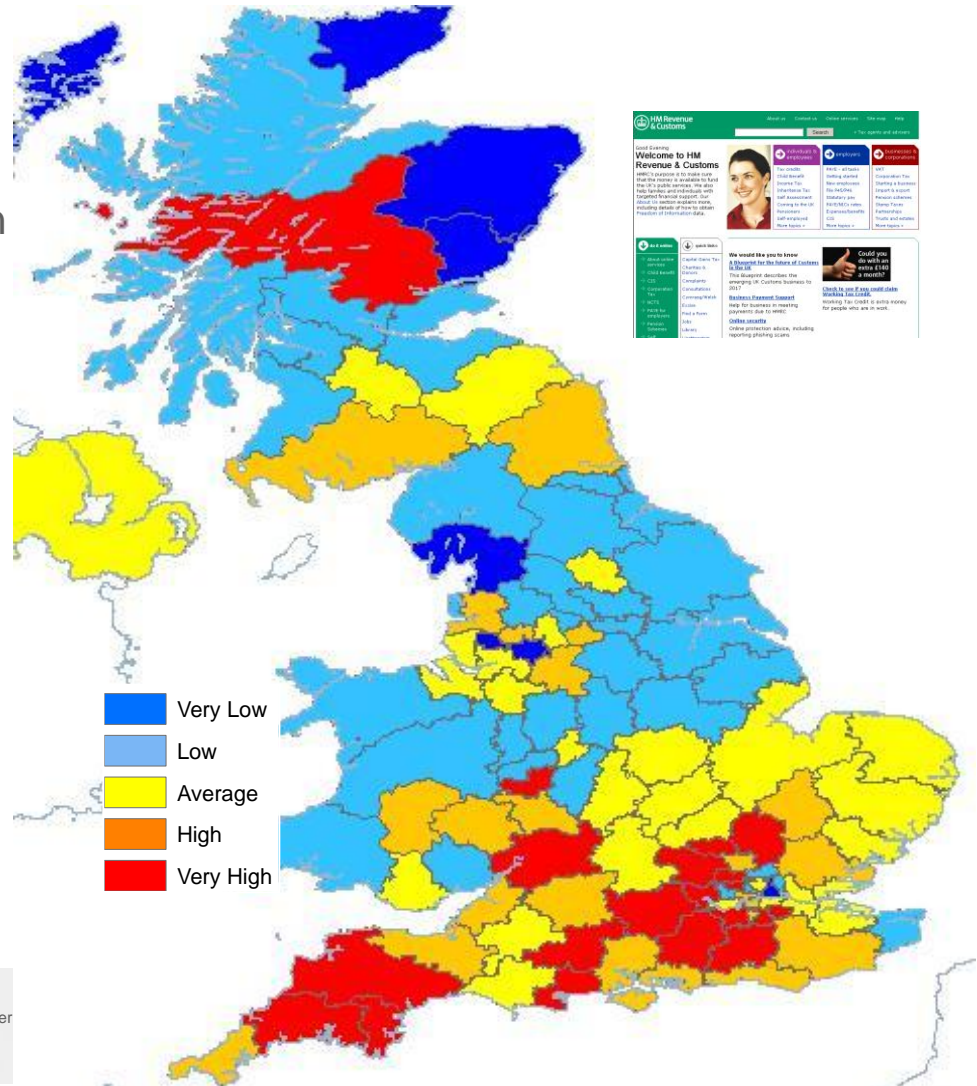**Penetration of Hits**

Times vs Telegraph Online in postal area

🟦 (dark blue)	Times << Telegraph
🟦 (light blue)	Times < Telegraph
🟨	Times and Telegraph =
🟧	Times > Telegraph
🟥	Times >> Telegraph

Use online audience measurement to schedule communication…

'Bedroom furniture'
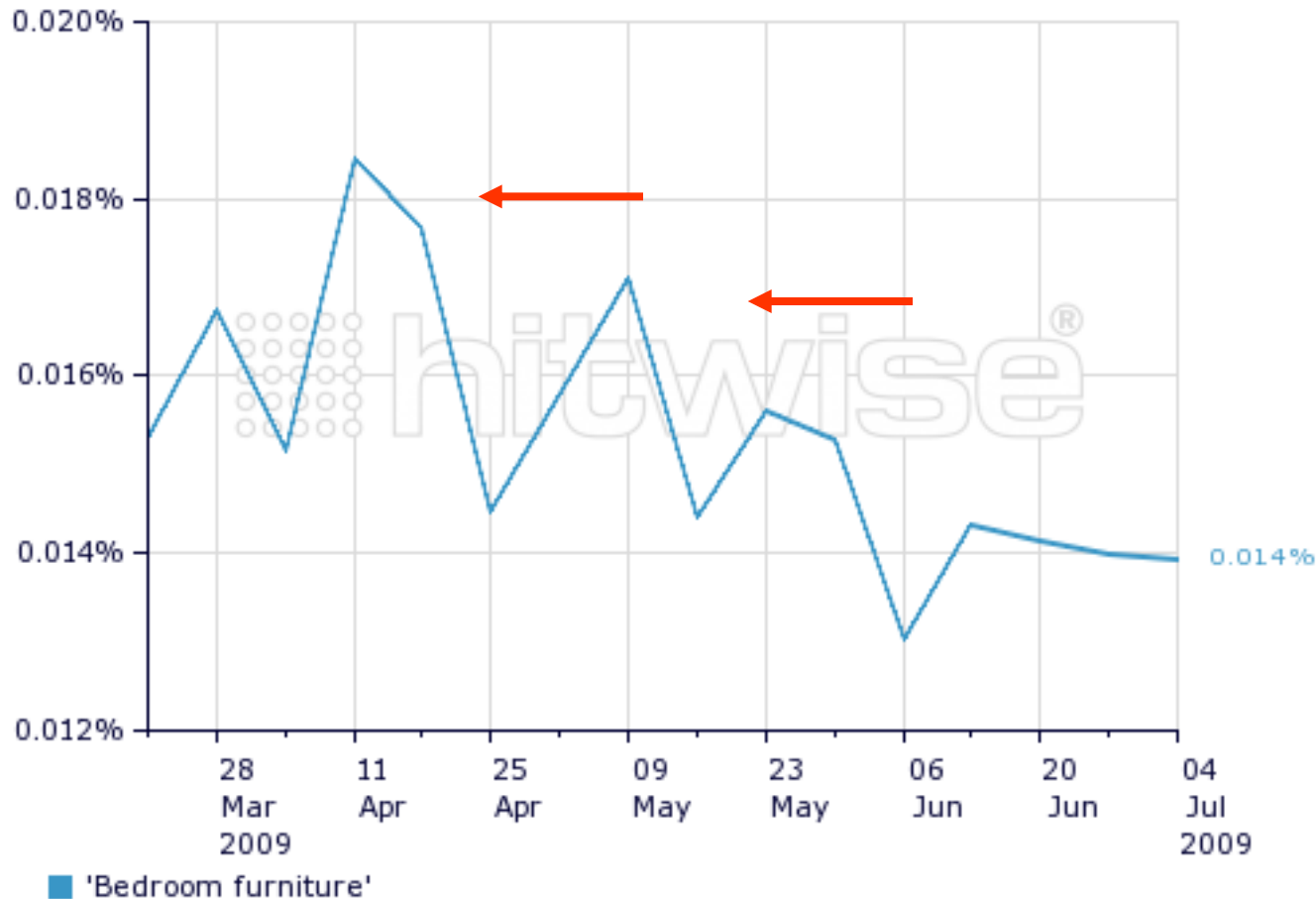
- When are on-line consumers **most active** in searching for key product categories?

- When & where should you **schedule your dialogues** with potential customers?

- What is **effect** of your promotion? Has it **driven traffic** to your site?

- Is your promotion driving **right kinds of customers** to your site? See how your online Mosaic profile changes.

Prioritise public sector resource allocation

- On-line audience measurement key for **public sector resource allocation** & appropriate location of govt services

- Where are highest levels of searches on Inland Revenue website. Where should focus locations of IR enquiry centres to **provide greater accessibility**?

- Usage of NHS Direct very low in some areas. How do we **educate citizens** to use channel more effectively?

- Low usage of public sector websites in certain areas may highlight that poorer social groups lack adequate access to internet - important tool for **quantifying size** of "offline" audience in specific locations.

Very Low
Low
Average
High
Very High

Visits to HM Revenue & Customers *www.hmrc.gov.uk*

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The rise & rise of social networking:
Business implications

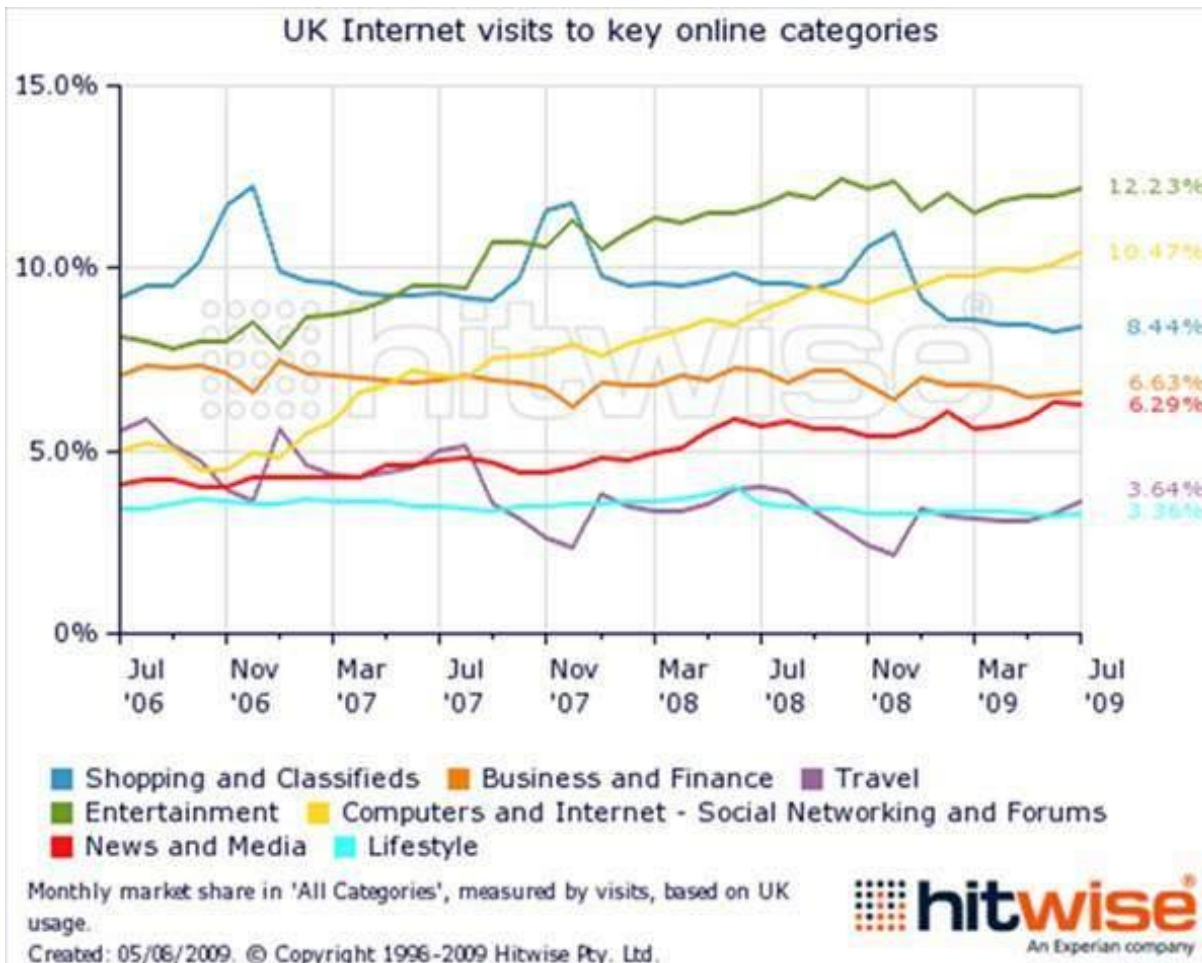> **"*People don't grow old like they used to!*"**
>
> If you've grown up with social networking, it's a skill & attitude that's going to carry on with you throughout your life.

- **Key Influencer for today's consumer.** With rise of social networking (SN) sites, shops, on page media, branded websites no longer sole source of information & influence. **Facebook** now accounts for **1 in 7** Internet page views in UK – visits increased by **86%** over last 12 months.

- **Opportunities for advertising & marketing.** Advertisers jumping on sites that weren't intended to be commercial e.g. Facebook has over 100 travel related applications on site!

- **Shared experiences.** Popularity of SN sites once they have experience a product or service e.g. blogs, reviews etc.

- **Brand credibility & brand interaction.** Offer credibility in user generated content & helps transform brand. Consider how next generation likely to interact with their brand & what social networking means for the marketing process.

The importance of social & news media
Traffic to key categories

UK Internet visits to key online categories

Legend:
- Shopping and Classifieds
- Business and Finance
- Travel
- Entertainment
- Computers and Internet - Social Networking and Forums
- News and Media
- Lifestyle

Values shown at right: 12.23%, 10.47%, 8.44%, 6.63%, 6.29%, 3.64%, 3.36%

Monthly market share in 'All Categories', measured by visits, based on UK usage.
Created: 05/08/2009. © Copyright 1996-2009 Hitwise Pty. Ltd.

Growth areas

- **Multimedia content (Green)**
- **Social Media (Yellow)**
- **Traditional news providers (Red)**

Understanding geography of social network internet sites will be key to building a multi-channel strategy in future.

The Geography of Social Networking
Facebook or Bebo for your social network experience?

facebook

Penetration of All Searches by Postal Area

- Social networking websites **hugely popular** & will offer key partner opportunities in future

- Thinking of advertising on social network space?

- Who should you choose given your customer profile, your retail network and where you do most business?

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Legend
www.facebook.com

	0.01% - 0.33%
	0.33% - 0.70%
	0.70% - 1.10%
	1.10% - 1.74%
	1.74% - 2.72%
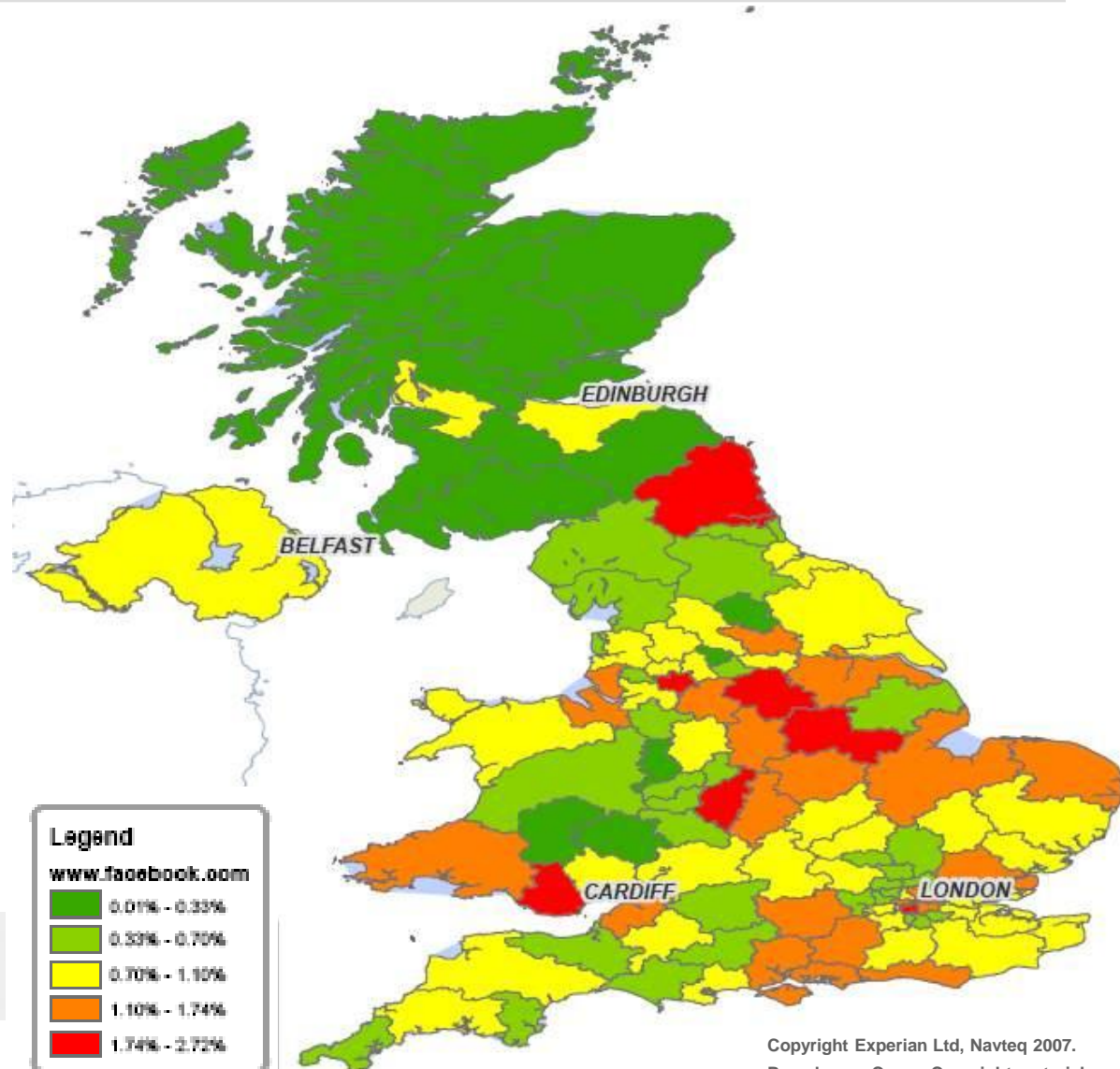
3. Segmentation for targeting consumers in real time: delivering immediate insight on prospects & consumers

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Up close and personal!
Real time marketing to consumers & prospects – why?

- **Generic sales follow-up.** Lead generation critical in driving new revenue for online marketers. **But**, lead verification & qualification is time-consuming. Follow-up often generic.

- **Varying the sales interaction limited.** Possible based on what customer tells you during call/web session and what you might already know about them. But, only so much info you get in a live sales situation & your ability to vary interaction is limited

- **Real time marketing to prospects & consumers.** Comes into its own when there is need to:

  - ► Interact with customers in more **relevant** & **appropriate** manner in **'real-time'** to improve conversion & value of sale

  - ► Provide **fast, efficient service** to increasingly demanding consumers

  - ► Make most of **every interaction** with a customer

  - ► Have **consistent data** to co-ordinate & plan customer contact strategy across multiple channels

  - ► Merge data from **multiple sources** – generic geodems, segmentation, personal preferences, individual behaviour

Experian's Prospect IQ
Target leads & prospects in less than 1 second

What can Prospect IQ deliver in less than 1 second?

- Verified, clean prospect data at point of capture

- Enhanced prospect profiles via appended Experian data

- Targetable prospect segments according to your key criteria

- Identification of best/worst prospects using propensity scoring & predictive models

Instant prospect targeting capabilities

- Profile & segment new customers **on-the-fly**

- Make your first offer your best & **most profitable** one

- **Save money** by only targeting worthwhile prospects

- **Reduce costs** by verifying captured data upfront

Experian's Prospect IQ
Delivers verified, standardized, enhanced, scored records

1. Verify	2. Standardize	3. Enhance	4. Score

1. Verify

First name
Jane ✓

Last name
Doe ✓

Address
64 Back Ln ✓

City
Lutterworth ✓

Cnty ✓   Pcd
LE18 5H ✓

Email
Jdoe@yahoo.com ✓

2. Standardize

Match & **clean** duplicate records:

#?????
J. Doe
64 Back Ln.
Lutterworth
LE18 5H
jdoe@yahoo.com

#57061
Jane L. Doe
64 Back Lane
Lutterworth, Leics
LE18 6HY
jdoe@yahoo.com

3. Enhance

Append Mosaic® geo/ demo lifestyle segment:

➕ **"Affluent suburbia"**
- Wealthiest households
- College educated
- Enjoys the good life

Append TrueTouch^{SM} attitudinal segment:

➕ **"Look at Me Now"**
- Prefers premium brands
- Values quality & reliability
- Enjoys entertaining

4. Score

Assign a **propensity score** with data models:

➕ **Propensity score:161**
- Likely to make multiple purchases
- High value prospect (best customer)

Use **your own method** to serve a tailored offer:

BUY ONE GET ONE FREE

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Consumer segmentation & on-line behaviour:
Living in a multi-channel world - concluding thoughts

- **Huge power of generic consumer segmentations.** Operational & strategic gain by **better understanding** online behaviour.

- **Reflecting online behaviour is integral to the build of consumer segmentations.** Must reflect *"Broadband Britain"* & how relates to consumer behaviour.

- **Powerful insight from measuring online behaviour.** Measuring on-line behaviour provides insight into understanding **how**, **when**, **where** we communicate with our audience.

- **Geography still very important in on-line world.** *"Clicks & mortar"* strategy, on-line geographic market share, local merchandise mix, affiliate partnerships, resource allocation.

- **Realise limitations of geodemographics for personal communication.** May need to get *"up close & personal"* by merging many sources of data – segmentation, individual behaviour, personal preferences – **real time marketing.**