Mosaic® USA

The consumer classification solution for consistent cross-channel marketing

Experian®
Marketing Services

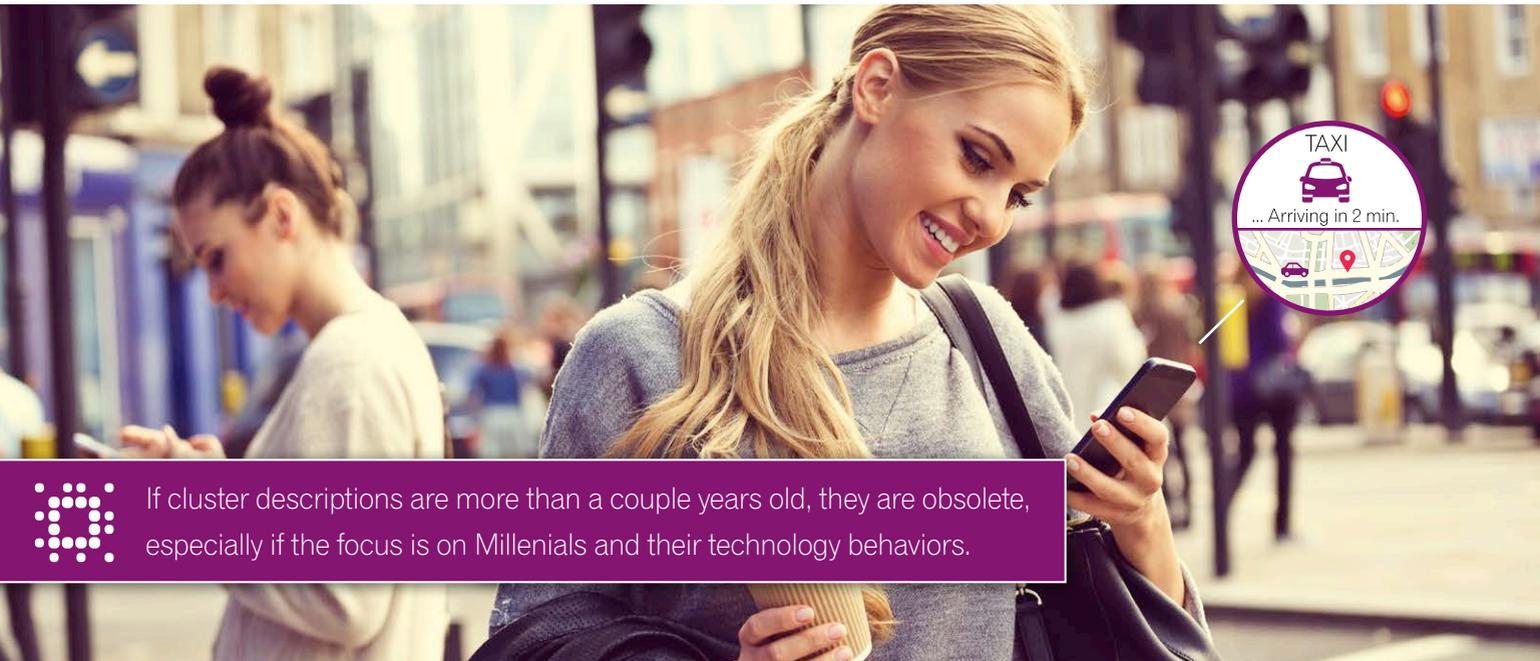## The next generation of household consumer classifications for the U.S.

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

This groundbreaking classification system paints a rich picture of U.S. consumers and their sociodemographics, lifestyles, behaviors, and culture, providing marketers with the most accurate and comprehensive view of their customers, prospects, and markets.

Mosaic USA offers a common customer language to define, measure, describe and engage target audiences through accurate segment definitions that enable more strategic and sophisticated conversations with consumers. Using Mosaic USA lifestyle segmentation, marketers can anticipate the behavior, attitudes and preferences of their best customers and reach them in the most effective traditional and digital channels with the best messages.

Actionable insight:

✓ Accurate targeting

✓ Traditional and digital channel selection

✓ Strategic audience decisioning

✓ Consistent consumer experience

If cluster descriptions are more than a couple years old, they are obsolete, especially if the focus is on Millenials and their technology behaviors.

Use Mosaic to prioritize and focus dollars on your most valuable segments

Leading marketers around the world use Mosaic insights to identify the best traditional and digitial channels for reaching a specific consumer segment and maximizing the return on investment (ROI) on cross-channel campaigns.

The future value of a customer can vary tremendously by segment, so Mosaic provides a framework to help identify the optimal customer investment strategy for each unique customer group. For some segments the investment may be directed toward developing customer retention relationships, while others may be made to introduce new products and services that address unmet customer needs. Ultimately, the key factor driving customer investment decisions will be the expected return on that investment. Mosaic helps to determine not only how much to invest in a customer segment, but also how to spend it.

Use the Mosaic Portal as your segmentation tool to understand and compare audiences

Access to the Mosaic Portal allows you to analyze and compare the combined 90 different profile-based audiences; 19 Mosaic Groups and 17 Mosaic Types. A few clicks into the Mosaic Portal allows you to discover the unique occupations, sources of entertainment, preferred means of advertising, enjoyed activities, and more that are specific to the audience you wish to reach. Interacting with messages that truly resonate and engage with each truly unique audience will ensure your brand stays relevant in a marketplace where more and more brands are starving for consumers' fragmented attention.

> " Mosaic helps us compare our ideal customer against our current core customer and build a profile to go prospecting for that customer. "

Use Mosaic to:

✓ Make smart customer investment decisions

✓ Build loyal, long-term relationships with the most valuable customers

✓ Deliver significant return on marketing spend

✓ Maintain consistent consumer experiences across touch-points

Confidently fuel your marketing programs with more accurate segment definitions

Mosaic enables superior campaign results through improved accuracy by applying more than 300 data factors to classify the makeup of Americans and correctly assigning individual households to specific groups.

Mosaic provides better information about what drives these consumers' lifestyles and priorities. This world-class, household-based consumer segmentation system identifies 98 percent of American households to ensure accuracy over time and provides an ideal balance of breadth and granularity. The key characteristics, behaviors and interests of consumers within each segment helps marketers paint a detailed portrait of their target consumers' preferences, habits and attitudes.

Unify channels, platforms and processes with a common customer language

Marketers can improve experiences across the landscape of customer touch-points with a framework that classifies, describes and targets consumers with a clear, consistent and unified customer value proposition.

Marketers can attract, grow and retain profitable customers by linking together marketing campaigns intelligently developed from Mosaic insights across traditional and digital marketing channels and improving operational efficiencies. Mosaic also provides the greatest reach across an international network of consumer segmentations to unify a consistent view of target audiences across the world.

Gain insights on custom combinations of attributes using the Mosaic Audience Tool

Over 300 data attributes were used to build the 71 segments that comprise Mosaic. Using the Mosaic Audience tool, users can select the consumer attributes that matter most to their business needs and run reports that allow them to better understand that particular audience. Perhaps a brand wants to learn more about households in the top 10 CBSA markets who are age 46-50 and are taking education courses. The Mosaic Audience tool identifies the most relevant Mosaic types associated with that audience and allows marketers to gain a deeper understanding of the segments' key features.

Breadth of data assets	✓ ConsumerView℠ national consumer database of 116 million households
	✓ Predicitive insights, property characteristics and summarized credit and automotive data
	✓ The Mosaic USA® Segmentation Portal which brings life to hundreds of behavioral and attitudinal data details

Mosaic Segments are built on broader and deeper data, so its analysis of customer lifestyles, attitudes and behaviors is more accurate and actionable.

Active lifestyle

Politically liberal

Urban dweller

Team sports

Mosaic USA group and structure

A Power Elite 5.34%		A01	American Royalty	1.33%
		A02	Platinum Prosperity	0.96%
		A03	Kids and Cabernet	0.77%
		A04	Picture Perfect Families	0.79%
		A05	Couples with Clout	0.79%
		A06	Jet Set Urbanites	0.69%
B Flourishing Families 4.52%		B07	Generational Soup	1.21%
		B08	Babies and Bliss	1.26%
		B09	Family Fun-tastic	0.94%
		B10	Cosmopolitan Achievers	1.10%
C Booming with Confidence 6.61%		C11	Aging of Aquarius	2.61%
		C12	Golf Carts and Gourmets	0.56%
		C13	Silver Sophisticates	2.04%
		C14	Boomers and Boomerangs	1.39%
D Suburban Style 4.85%		D15	Sports Utility Families	1.44%
		D16	Settled in Suburbia	1.04%
		D17	Cul de Sac Diversity	0.76%
		D18	Suburban Attainment	1.61%
E Thriving Boomers 6.11%		E19	Full Pockets, Empty Nests	1.51%
		E20	No Place Like Home	2.05%
		E21	Unspoiled Splendor	2.55%
F Promising Families 3.36%		F22	Fast Track Couples	2.24%
		F23	Families Matter Most	1.12%
G Young, City Solos 3.18%		G24	Status Seeking Singles	1.66%
		G25	Urban Edge	1.52%
H Middle-class Melting Pot 3.97%		H26	Progressive Potpourri	1.57%
		H27	Birkenstocks and Beemers	1.08%
		H28	Everyday Moderates	0.73%
		H29	Destination Recreation	0.59%
I Family Union 5.16%		I30	Stockcars and State Parks	1.52%
		I31	Blue Collar Comfort	1.09%
		I32	Steadfast Conventionalists	1.44%
		I33	Balance and Harmony	1.11%
J Autumn Years 6.25%		J34	Aging in Place	2.77%
		J35	Rural Escape	1.61%
		J36	Settled and Sensible	1.88%

K Significant Singles 4.84%		K37	Wired for Success	0.95%
		K38	Gotham Blend	1.15%
		K39	Metro Fusion	0.48%
		K40	Bohemian Groove	2.27%
L Blue Sky Boomers 6.58%		L41	Booming and Consuming	0.99%
		L42	Rooted Flower Power	2.86%
		L43	Homemade Happiness	2.72%
M Families in Motion 2.97%		M44	Red, White and Bluegrass	1.56%
		M45	Diapers and Debit Cards	1.41%
N Pastoral Pride 4.98%		N46	True Grit Americans	1.62%
		N47	Countrified Pragmatics	1.31%
		N48	Rural Southern Bliss	1.27%
		N49	Touch of Tradition	0.78%
O Singles and Starters 10.96%		O50	Full Steam Ahead	0.62%
		O51	Digital Dependents	3.84%
		O52	Urban Ambition	1.24%
		O53	Colleges and Cafes	0.90%
		O54	Striving Single Scene	2.43%
		O55	Family Troopers	1.94%
P Cultural Connections 5.22%		P56	Mid-scale Medley	1.11%
		P57	Modest Metro Means	0.68%
		P58	Heritage Heights	0.52%
		P59	Expanding Horizons	1.28%
		P60	Striving Forward	1.09%
		P61	Humble Beginnings	0.56%
Q Golden Year Guardians 8.02%		Q62	Reaping Rewards	1.59%
		Q63	Footloose and Family Free	0.50%
		Q64	Town Elders	4.19%
		Q65	Senior Discounts	1.74%
R Aspirational Fusion 2.95%		R66	Dare to Dream	1.89%
		R67	Hope for Tomorrow	1.07%
S Economic Challenges 4.13%		S68	Small Town Shallow Pockets	1.72%
		S69	Urban Survivors	1.43%
		S70	Tight Money	0.26%
		S71	Tough Times	0.72%

Mosaic Custom

Mosaic Custom uses a sophisticated data-driven clustering system that leverages the 71 Mosaic USA types and aligns first party customer data. Mosaic Custom enables marketers to regroup Mosaic types based upon preferred weighted data attributes. Marketers who have designed their own segments in-house can now apply Mosaic Custom for deeper insights gleaned from a customized report. If you have not found a way to segment your market but understand your ideal customer has particular attributes, Mosaic Custom can weigh these attributes and develop a custom clustering and/or analysis of your market. Clients will work with one of Experian's data analysts to determine the best combination of data, priorities, and weighting for each opportunity to ensure the best results.

Mosaic Global

Mosaic USA is part of a global segmentation network that classifies more than 2 billion people worldwide. Organizations leverage the Mosaic Global network of more than 28 countries to unify consumer definitions around a common customer language.

Experian Marketing Services enables marketers to tap into Mosaic Global's 10 distinct groups, which share common characteristics, motivations and consumer preferences. Using highly localized statistics and the simple proposition that the world's cities share common patterns of residential segregation, the 10 Mosaic Global Groups are consistent across countries.

Mosaic Global network

Australia | Belgium | Brazil | Canada | Czech Republic | Denmark | Finland | France | Germany | Greece | Hong Kong | India | Ireland | Israel | Italy | Japan | Netherlands | New Zealand | Norway | Poland | Romania | Singapore | South Africa | Spain | Sweden | Switzerland | Taiwan | United Kingdom | United States

The new generation of American households is reachable, but you have to know who they are, what they do, where they live, and more.

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Every time.