

# Mosaic Global

In an increasingly competitive global marketplace your ability to operate profitably in diverse geographic markets can be heavily dependent upon your knowledge of consumers and local markets.

Experian's portfolio of global consumer classifications helps you address this problem.

Mosaic Global is a single and consistent classification that provides insight and understanding on the demographics, lifestyles and behaviour of 880 million consumers worldwide.

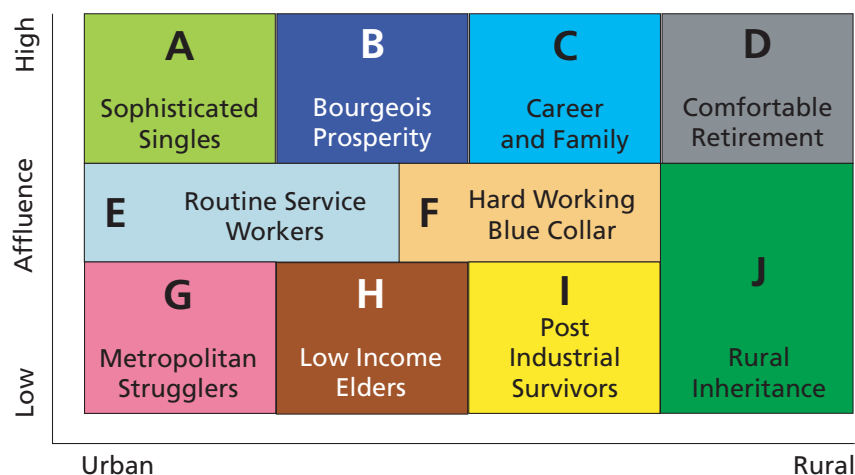
Built using 20 years of experience in creating truly innovative consumer classifications, Mosaic Global helps you target, acquire, develop and manage profitable customer relations throughout the world.



## Mosaic Global

Mosaic Global classifies 380 million households from all of the world's most prosperous economies including North America, Europe and Asia Pacific. It is based on the idea that the world's cities share common patterns of residential segregation. Each have their enclaves of Metropolitan Struggles, suburbs of Career and Family and communities of Sophisticated Singles, and each of these neighbourhoods displays strong similarities in terms of their demographics, lifestyles and behaviour regardless of where they are found.

The result is a classification that identifies 10 distinct neighbourhood types each with a set of distinctive demographic and lifestyle characteristics that can be found in every country covered by the classification.



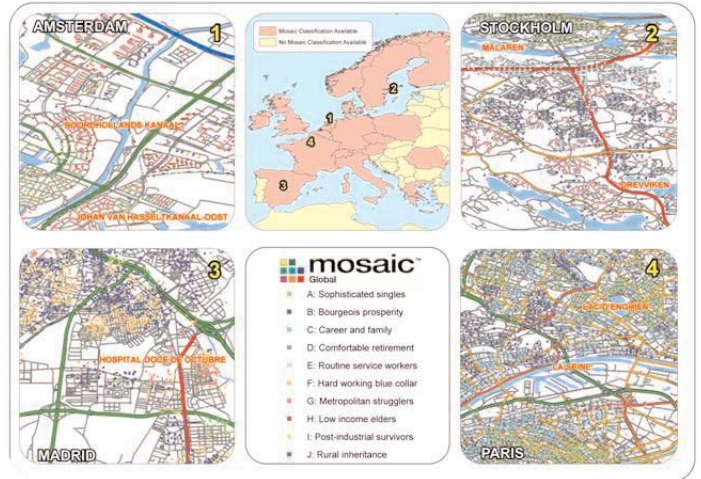
Mosaic Global groups plotted on two dimensions: affluence and urban-rural

## Mosaic Global Applications

Mosaic Global gives you the opportunity to understand consumers and their behaviour for many different parts of the world using a single consumer classification.

The value of Mosaic Global is its ability to link your understanding of consumers with local markets. This provides organisations with a diverse range of applications that includes:

- Customer analysis and insight
- Local market planning
- Sales performance analysis
- Marketing and communication
- Direct response targeting
- New product development



Mosaic Global can be used across a variety of industries including automotive, finance, fmcg, insurance, leisure, media, property, retail and utilities to improve your understanding of customers and prospects, and to help develop more profitable relationships.

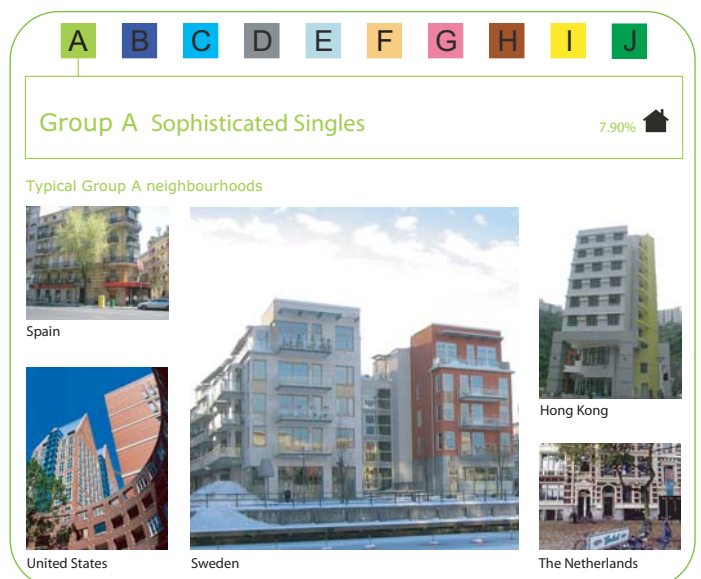
### Customer insight

Mosaic Global allows you to profile customers from different parts of the world to create a single and coherent view of their demographics, lifestyles and behaviour. Common audience behaviours and their characteristics can be identified, key audience segments can be targeted and untapped opportunities realised.

### Direct response targeting

Prospects can be identified and selected for direct response marketing using Mosaic Global as the currency for defining and selecting your key audience segments.

**Sophisticated Singles** contains young people, mostly single and well educated, who positively enjoy the variety and stimulation afforded by a life in large cities. Typically international in their outlook and with a rich network of personal contacts, they are quick to explore and adopt new social and political attitudes and are important agents of innovation, both in terms of lifestyle and the adoption of consumer products.



### Local market planning

Mosaic Global can identify the concentrations of key Mosaic neighbourhoods at a local level across the world. These neighbourhoods can be mapped and in relation to the location of stores and their catchment areas. The performance of branch networks can be benchmarked, and their potential evaluated on a global basis.

### Sales development

Sales targets for individual locations, regions and countries can be analysed using a single currency. This gives you consistency when measuring your performance and helps you identify new opportunities to initiate further growth.

### Marketing and communication

Profiling customers from one market can give you an understanding of who to target in another market. Mosaic Global gives you a consistent view of your customers and prospects. This allows you to develop integrated marketing and communication on a global basis.

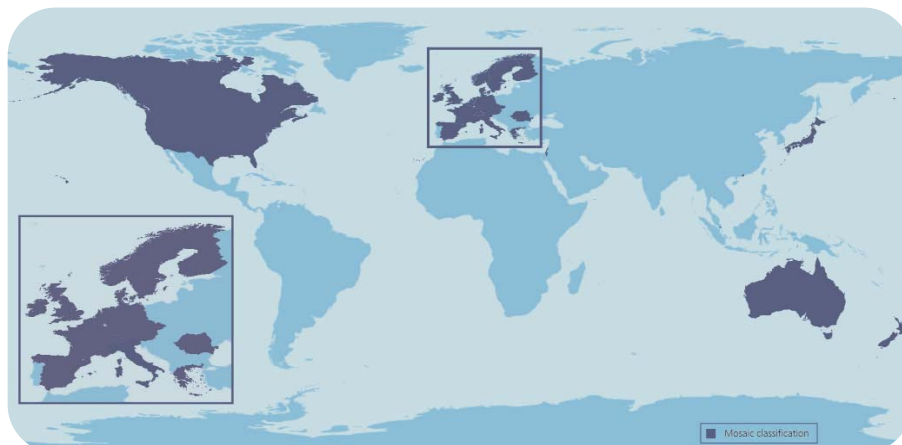
### New product development

Mosaic Global allows you to identify areas of the world where concentrations of key audience segments can be found. Products that have an established audience in one market can be tested and marketed to similar consumers in new markets. New products can be developed and marketed on a global basis using a common audience classification.

### Mosaic Global coverage

Mosaic Global uses the data from 25 national Mosaic classification systems:

Australia	Japan
Austria	New Zealand
Belgium	Norway
Canada	Republic of Ireland
Czech Republic	Romania
Denmark	Singapore
Finland	Spain
France	Sweden
Germany	Switzerland
Greece	The Netherlands
Hong Kong	UK
Israel	USA
Italy	



Whilst Mosaic Global is ideal for conducting integrated analysis across many different parts of the world, each country has its own Mosaic classification that is optimised for discrimination and performance. These national Mosaic classifications are designed to provide you with an accurate and comprehensive understanding of the socio-demographics, lifestyles, behaviour and cultures of consumers living in each country.

## Data, Services and Solutions

### Data Directories

Mosaic Global Directory. Simple text-matching of a customer's address with Experian's Mosaic household directory allows each customer record to be enriched with the appropriate Mosaic code.

### Delivery services

Enhancement - Mosaic Global group codes are available for customer file enhancement. Coding your customer, prospect and market research data is the first step in understanding who your customers really are.

**List selection** - Once you know who your customers are you can use Mosaic Global in your acquisition campaigns to target your best prospects by selection from Experian's comprehensive international consumer lists based upon the key and top performing Mosaic Global groups.

**Local market planning** - Micromarketer Generation3 is Experian's integrated PC-based customer profiling, local area analysis and mapping tool. It can be provided inclusive of Mosaic Global to enable local market planning, geographical analysis and profiling of consumer data.

**Bureau services** - Access to Mosaic Global also available through our bureau and consultancy services. Our Customer Insight Reports provide detailed profile analysis of customer information using the Mosaic Global classification.

Our Consumer Insight team of consultants and analysts can help you undertake more detailed predictive modelling and analysis of your customer data using Mosaic Global, and help you optimise your use of the classification

For further information about how Mosaic Global can help your organisation please contact us on:

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