



PERSONICX[®] INDIVIDUAL Customer Profile Analysis

Prepared For :
Analysis of :

Retailer X
Customers vs. GB

Project Reference :

PXIND_Sample

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Contents	Page
Introduction	3
High-level summary	4
Top four clusters	5
Personicx Eye	6
Customer profile ranked by cluster age	7
Customer profile ranked by index	8
Customer profile by channel	9
Gains chart	10
Gains curve	11
Market insight	12
Cluster summary	13
Interpreting your profile	14
Additional Acxiom products and services/ Acxiom enhancements	15

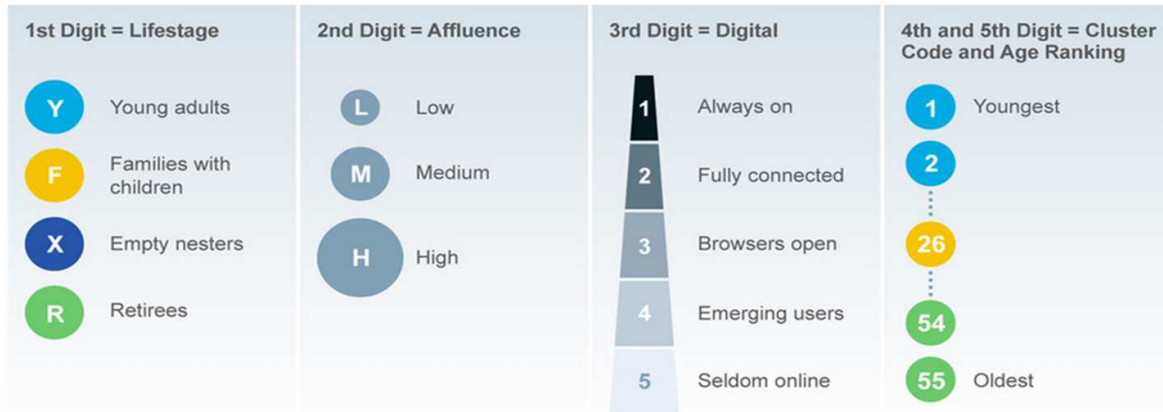
Personicx utilises a wealth of demographic, geographical, lifestyle and behavioural information to segment the UK market place into 55 robust clusters, allowing you to effectively understand, target and connect with consumers. As the number of touchpoints continues to grow, digital identities and behaviours evolve. Personicx now includes a vital digital dimension allowing users to plan marketing engagements effectively across channels.

Code Structure

Personicx is a consumer marketing segmentation with 55 clusters, driven by behaviour and structured with a five digit code combining lifestyle, affluence, digital activity and age.

For example: Cluster Code **FM110** breaks in to **| F | M | 1 | 10 |**

i.e. Families with children, of medium affluence, highly digital, aged between 25 - 45 years.



Customer Analysis

By applying the Personicx segmentation to your file, a profile can be created which provides a picture of the lifestyles and demographics of your customers. Some of the benefits include:


- Increase your understanding of your customers
- Identify new target markets for existing and new products
- Reduce costs and wastage
- Add value to your strategic media planning
- Add value to your customer relationship management




Profile Objective

To identify key lifestyle and demographic characteristics of Retailer X Customers and compare the differences to GB.

Data Supplied

A file of 100,000 records was supplied, of which 4,440 duplicate record(s) were removed, resulting in a net file after de-duplication of 95,560 records.

After matching to the Personicx database, 86,494 of these were appended with a Personicx cluster code giving a match rate of 90% 

-  A match rate greater than 60% means that the quality of your data is above average
-  A match rate between 40% and 60% means that the quality of your data is average
-  A match rate less than 40% indicates that the quality of your data could be improved

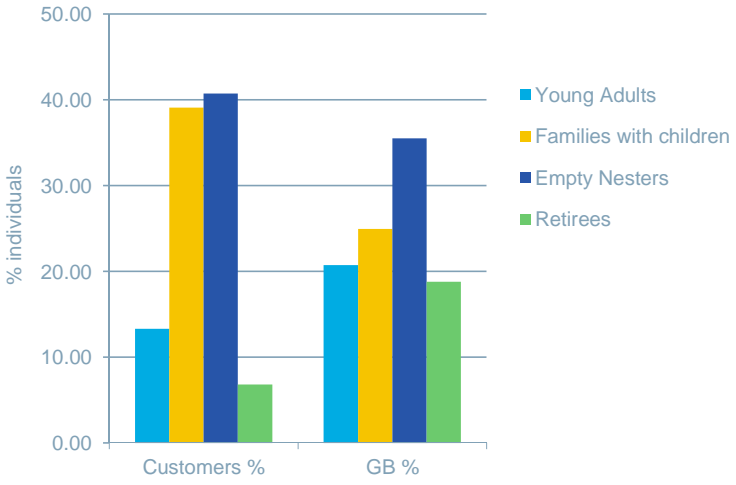
Data Quality Audit

Low match rates tend to indicate that the input data is poorly formatted, sparsely populated, or incorrect e.g. a misspelt surname or invalid postcode. If the match rate is lower than 40% you may wish to undertake an Acxiom Data Quality Audit to evaluate and improve the overall quality of your customer data.

Please see "Additional Acxiom products and services" page for overview or contact your Acxiom representative directly for more information.

Retailer X - Customers

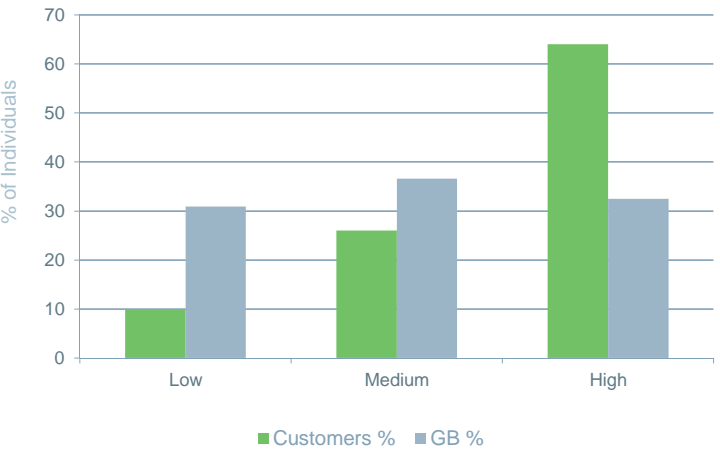
Lifestage



This chart shows you which lifestage group is the most predominant within your customer file, and also highlights which groups are over or under represented compared to the base.



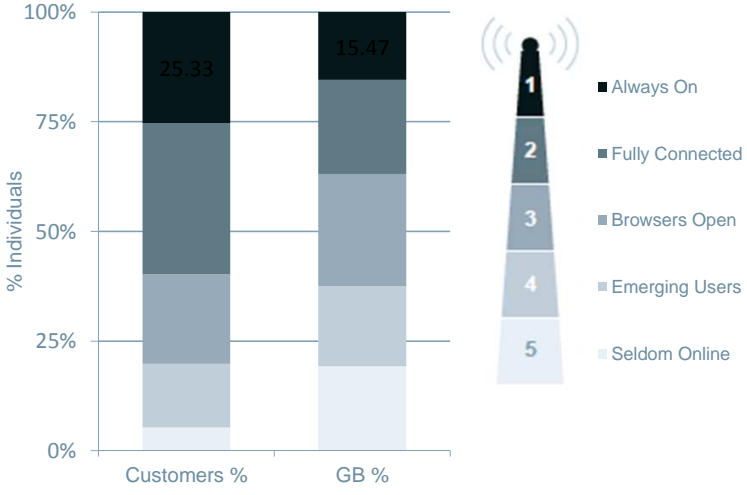
Affluence



The affluence chart shows you how affluent your customers are compared to the base. This allows you to understand whether affluence is a key motivator of your existing customers and helps you develop more relevant propositions, creative and special offers.



Digital activity



This chart shows you how digitally active your customers are compared to the base. By looking at mobile and internet use, we can now help you understand your customers' digital and channel preferences which means that the right customers are always targeted where they're best-placed to receive your message.



Retailer X - Customers

The information below summarises the top four clusters of your target group. These are the most prevalent clusters of individuals that appear within your customer file, but for the full breakdown please refer to the ranked customer profile pages to help you select the most appropriate Personix Individual clusters for marketing activity. [For descriptions of all 55 Personix Individual clusters please contact your Acxiom representative.](#)

Top Cluster 1

LIFESTAGE: **F** Families with children AFFLUENCE: **H** High DIGITAL: **1** Always On **21**

AGE RANK



Established Elite

Age Range: 35 - 55 years

F | H | 1 | 2 | 1

CLUSTER CODE

Cluster Size: 1.01%

Successful families, living in large detached houses with children growing up. This is the most affluent segment who have a financial cushion of savings and investments. They are the biggest indulgers in gadgets, prefer e-mail marketing and use new media extensively alongside more traditional channels like press and magazines. Time online is spent on practical tasks to enable them to enjoy the lifestyle they have created and their broad range of interests. Quality is important and this is reflected in the food, wine, clothes, holidays and cars they purchase.

Top Cluster 2

LIFESTAGE: **F** Families with children AFFLUENCE: **H** High DIGITAL: **2** Fully Connected **35**

AGE RANK



Successful Living

Age Range: 45 - 60 years

F | H | 2 | 3 | 5

CLUSTER CODE

Cluster Size: 1.08%

Older married families living in large detached houses in rural areas with two or more cars. They work in professional and service occupations, earning good salaries and have invested in their future over the years. They go online to food shop at Sainsbury's, Tesco and Waitrose, pay bills and do banking, but primarily keep in touch via e-mail and text. Interested in current affairs, they read broadsheets and donate generously to charities at home and abroad. They own gadgets and have a range of hobbies spanning sports, travel, food and wine and the arts.

Top Cluster 3

LIFESTAGE: **X** Empty Nesters AFFLUENCE: **H** High DIGITAL: **2** Fully Connected **22**

AGE RANK



Life Begins at 40

Age Range: 40 - 55 years

X | H | 2 | 2 | 2

CLUSTER CODE

Cluster Size: 1.35%

This group are in well paid jobs living in large houses in rural areas. Financially stable from working hard and years of spending wisely, now provides a good standard of living and the opportunity to indulge a little more on cars, nice food and wine, holidays and gadgets. Multi-channel, they are frequently online checking the news, comparison sites and paying bills, as well as shopping and keeping in touch. They prefer e-mail marketing, use mail order and read broadsheets. A very charitable segment who are environmentally aware and have extensive interests and lifestyles.

Top Cluster 4

LIFESTAGE: **F** Families with children AFFLUENCE: **H** High DIGITAL: **2** Fully Connected **28**

AGE RANK



Professional Portfolio

Age Range: 40 - 60 years

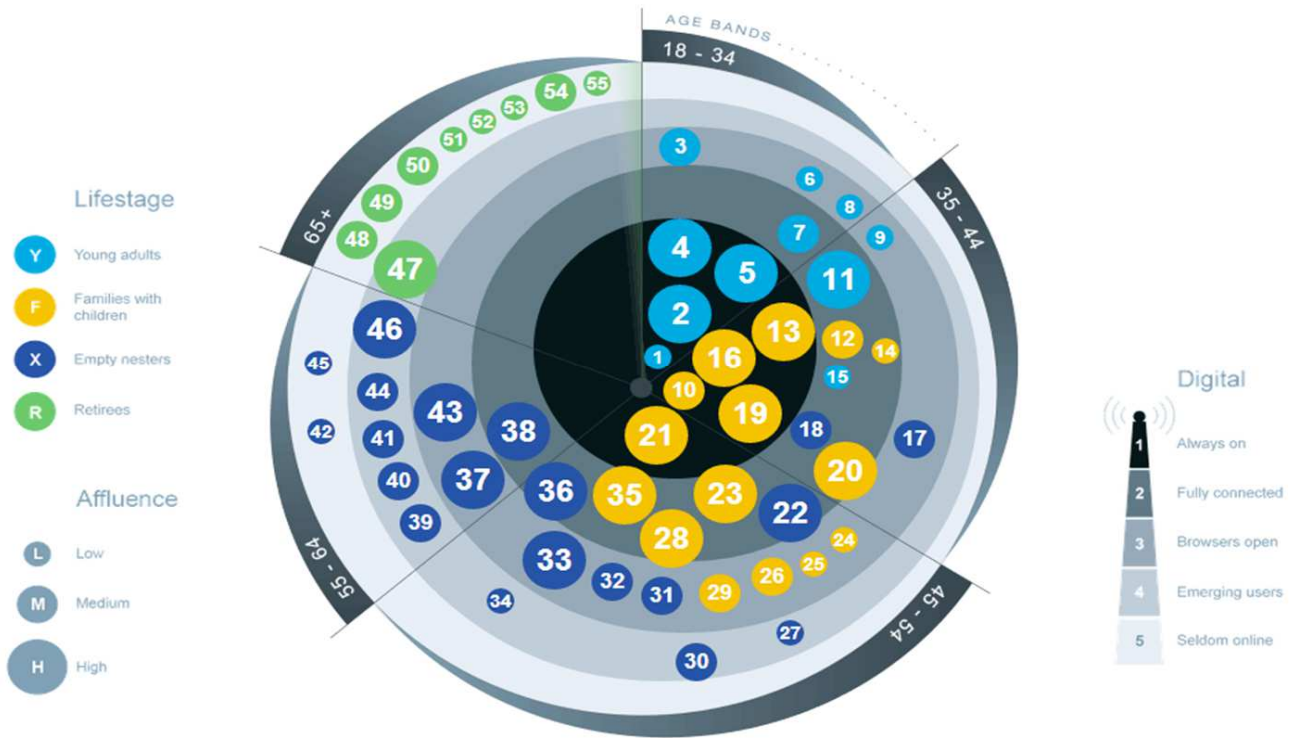
F | H | 2 | 2 | 8

CLUSTER CODE

Cluster Size: 0.80%

Married professionals living in three or four bed detached houses with older children and luxury cars. High incomes enable a good standard of living with an established financial portfolio. They read broadsheets and use a variety of media devices to shop, keep on top of admin and in touch with the world. They also like to go shopping and use mail order but will often research purchases first. Music, film and theatre are popular pastimes, as are holidays, golfing, skiing and sports. Quality food and wine is important, so they shop at the likes of Waitrose and Sainsbury's.

The Personicx Eye shows the 55 clusters (denoted by numbered circles) mapped onto a framework of age, lifestage, affluence and digital take-up. This unique single view of any given customer profile or marketplace is easy to use yet enables you to access a wealth of information about the predominant demographic, financial, behavioural and digital characteristics of each Personicx Individual cluster.



Click on the link to view the Personicx Eye www.personicx.co.uk

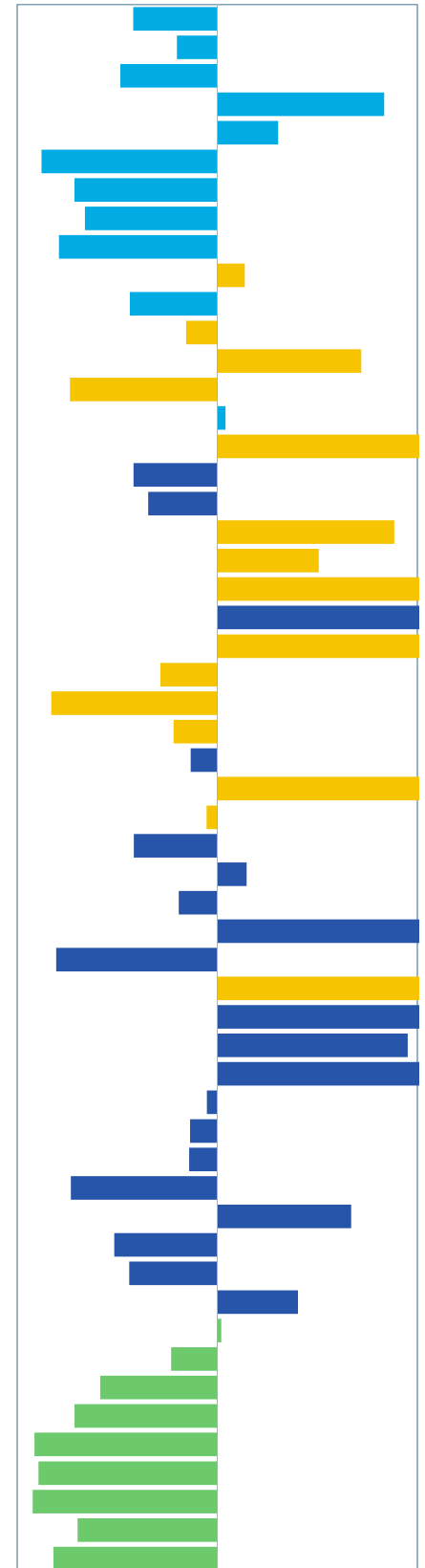
If you would like to view your own customer profile - or multiple profiles - in a bespoke interactive fan then please contact your Acxiom representative.

A bespoke interactive fan will allow you to quickly compare over and under-indexing clusters across multiple profiles in a helpful visual perfect for key stakeholders and dashboards. Pen portraits are also displayed when a cluster is selected allowing you to easily view in-depth descriptions for each of the 55 Personicx Individual clusters.

Retailer X - Customers

Key: **Highly Likely** Average Unlikely

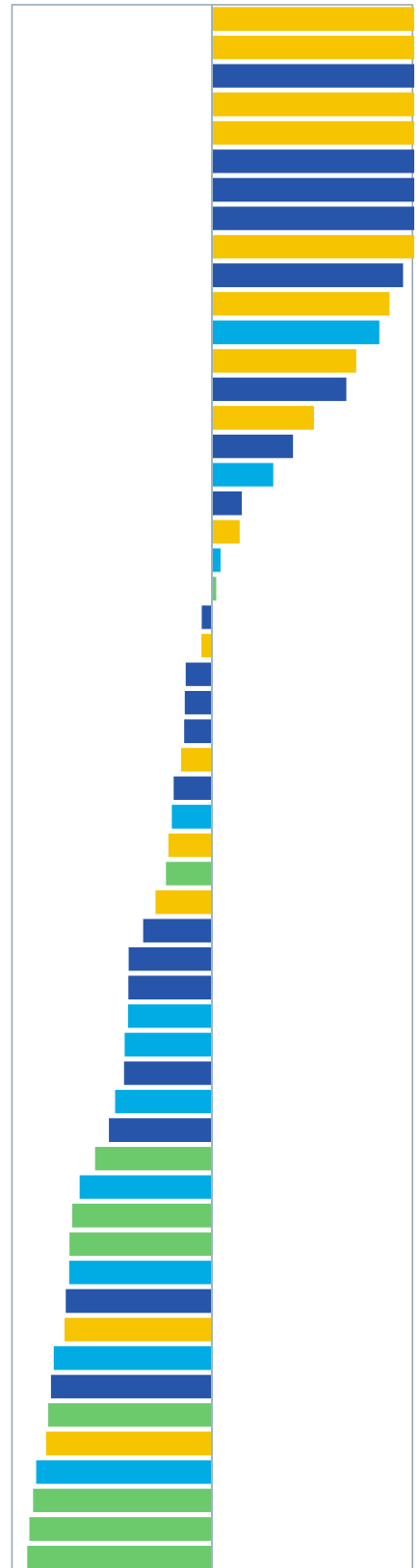
Cluster		Customers		GB	Index	Z-Score	INDEX				
Code	Name	Count	%	%			0	50	100	150	200
YL101	Born Digital	522	0.6	1.0	58.0	-16.5					
YH102	Going Places	677	0.8	1.0	79.9	-6.6					
YM303	Urban Casuals	1276	1.5	2.9	51.6	-33.7					
YH104	Early Achievers	2063	2.4	1.3	183.5	20.9					
YH105	Keen to be Seen	2630	3.0	2.3	130.5	12.2					
YL306	Urban Essentials	288	0.3	2.7	12.2	-121.9					
YM207	Thirty-Somethings	439	0.5	1.8	28.7	-52.1					
YL308	Red Top Renters	491	0.6	1.7	33.8	-43.4					
YL309	Mobile Pedestrians	442	0.5	2.4	20.9	-79.6					
FM110	Bright Futures	3512	4.1	3.6	113.7	7.3					
YH211	Smart Ambitions	633	0.7	1.3	56.3	-19.6					
FM212	Penny-Wise Parents	2083	2.4	2.8	84.5	-8.5					
FH113	Cash Rich Catchments	3035	3.5	2.0	172.0	23.5					
FL214	Family Values	410	0.5	1.8	26.3	-56.6					
YL215	Popular Culture	2054	2.4	2.3	104.1	1.8					
FH116	Switched-On and Savvy	2438	2.8	1.3	211.9	26.4					
XM317	Urban Melting Pot	1418	1.6	2.8	58.1	-27.3					
XM218	Flying Solo	510	0.6	0.9	65.5	-11.9					
FH119	Work-Life Balance	3049	3.5	1.9	188.5	26.4					
FH220	Sporty Families	2401	2.8	1.8	150.8	16.7					
FH121	Established Elite	3985	4.6	1.0	456.1	50.5					
XH222	Life Begins at 40	3776	4.4	1.3	323.4	43.4					
FH223	Smart Money	5065	5.9	2.1	273.6	46.5					
FL324	Parents Under Pressure	620	0.7	1.0	71.7	-9.9					
FL325	Cash Strapped	187	0.2	1.3	17.0	-66.3					
FM326	Home Pride	758	0.9	1.1	78.2	-7.7					
XL427	High Street Traditions	1179	1.4	1.6	86.8	-5.2					
FH228	Professional Portfolio	2063	2.4	0.8	298.1	30.5					
FM329	Prudent Families	1023	1.2	1.3	94.6	-1.8					
XM430	Simple Life	771	0.9	1.5	58.3	-19.9					
XM331	Britain's Backbone	1886	2.2	1.9	114.8	5.6					
XM332	Good Value	999	1.2	1.4	80.8	-7.6					
XH333	Wealthy, Worldly and Wise	2753	3.2	1.5	213.6	28.3					
XL434	Low Cash Low Credit	580	0.7	3.4	19.5	-99.3					
FH235	Successful Living	3191	3.7	1.1	341.6	40.7					
XH236	Rich Reserves	2924	3.4	1.4	239.8	32.0					
XH337	Mature Money	3666	4.2	2.2	195.3	30.2					
XH238	Cultural Connoisseurs	4194	4.8	1.9	249.9	39.8					
XM439	Salt of Society	2157	2.5	2.6	94.8	-2.6					
XM440	Winding Down	1203	1.4	1.6	86.4	-5.5					
XM441	Contented Comforts	1295	1.5	1.7	86.0	-5.9					
XL542	Offline Tenants	463	0.5	2.0	26.9	-58.4					
XH343	Mortgage-Free Jet Set	1907	2.2	1.3	167.0	17.7					
XM444	Frugal Generation	449	0.5	1.1	48.5	-22.5					
XL545	Social Conscience	504	0.6	1.0	56.0	-17.6					
XH446	Country Life	2610	3.0	2.1	140.3	14.9					
RH447	Golden Years	2305	2.7	2.6	102.1	1.0					
RM548	Community Spirited	1058	1.2	1.6	76.9	-9.8					
RM549	Prudent in Retirement	546	0.6	1.5	41.5	-32.9					
RM550	Active Grandparents	691	0.8	2.8	28.7	-65.2					
RL551	Traditional Tabloids	61	0.1	0.8	8.7	-81.0					
RL552	Restricted Retirement	189	0.2	2.1	10.6	-115.0					
RL553	Thrifty Pensioners	206	0.2	3.1	7.7	-169.4					
RM554	Conservative Volunteers	436	0.5	1.7	30.2	-48.3					
RL555	Green Fingered Grandparents	423	0.5	2.7	18.2	-92.3					



Retailer X - Customers

Key: **Highly Likely** Average Unlikely

Cluster		Customers		GB	Index	Z-Score	INDEX				
Code	Name	Count	%	%			0	50	100	150	200
FH121	Established Elite	3985	4.6	1.0	456.1	50.5					
FH235	Successful Living	3191	3.7	1.1	341.6	40.7					
XH222	Life Begins at 40	3776	4.4	1.3	323.4	43.4					
FH228	Professional Portfolio	2063	2.4	0.8	298.1	30.5					
FH223	Smart Money	5065	5.9	2.1	273.6	46.5					
XH238	Cultural Connoisseurs	4194	4.8	1.9	249.9	39.8					
XH236	Rich Reserves	2924	3.4	1.4	239.8	32.0					
XH333	Wealthy, Worldly and Wise	2753	3.2	1.5	213.6	28.3					
FH116	Switched-On and Savvy	2438	2.8	1.3	211.9	26.4					
XH337	Mature Money	3666	4.2	2.2	195.3	30.2					
FH119	Work-Life Balance	3049	3.5	1.9	188.5	26.4					
YH104	Early Achievers	2063	2.4	1.3	183.5	20.9					
FH113	Cash Rich Catchments	3035	3.5	2.0	172.0	23.5					
XH343	Mortgage-Free Jet Set	1907	2.2	1.3	167.0	17.7					
FH220	Sporty Families	2401	2.8	1.8	150.8	16.7					
XH446	Country Life	2610	3.0	2.1	140.3	14.9					
YH105	Keen to be Seen	2630	3.0	2.3	130.5	12.2					
XM331	Britain's Backbone	1886	2.2	1.9	114.8	5.6					
FM110	Bright Futures	3512	4.1	3.6	113.7	7.3					
YL215	Popular Culture	2054	2.4	2.3	104.1	1.8					
RH447	Golden Years	2305	2.7	2.6	102.1	1.0					
XM439	Salt of Society	2157	2.5	2.6	94.8	-2.6					
FM329	Prudent Families	1023	1.2	1.3	94.6	-1.8					
XL427	High Street Traditions	1179	1.4	1.6	86.8	-5.2					
XM440	Winding Down	1203	1.4	1.6	86.4	-5.5					
XM441	Contented Comforts	1295	1.5	1.7	86.0	-5.9					
FM212	Penny-Wise Parents	2083	2.4	2.8	84.5	-8.5					
XM332	Good Value	999	1.2	1.4	80.8	-7.6					
YH102	Going Places	677	0.8	1.0	79.9	-6.6					
FM326	Home Pride	758	0.9	1.1	78.2	-7.7					
RM548	Community Spirited	1058	1.2	1.6	76.9	-9.8					
FL324	Parents Under Pressure	620	0.7	1.0	71.7	-9.9					
XM218	Flying Solo	510	0.6	0.9	65.5	-11.9					
XM430	Simple Life	771	0.9	1.5	58.3	-19.9					
XM317	Urban Melting Pot	1418	1.6	2.8	58.1	-27.3					
YL101	Born Digital	522	0.6	1.0	58.0	-16.5					
YH211	Smart Ambitions	633	0.7	1.3	56.3	-19.6					
XL545	Social Conscience	504	0.6	1.0	56.0	-17.6					
YM303	Urban Casuals	1276	1.5	2.9	51.6	-33.7					
XM444	Frugal Generation	449	0.5	1.1	48.5	-22.5					
RM549	Prudent in Retirement	546	0.6	1.5	41.5	-32.9					
YL308	Red Top Renters	491	0.6	1.7	33.8	-43.4					
RM554	Conservative Volunteers	436	0.5	1.7	30.2	-48.3					
RM550	Active Grandparents	691	0.8	2.8	28.7	-65.2					
YM207	Thirty-Somethings	439	0.5	1.8	28.7	-52.1					
XL542	Offline Tenants	463	0.5	2.0	26.9	-58.4					
FL214	Family Values	410	0.5	1.8	26.3	-56.6					
YL309	Mobile Pedestrians	442	0.5	2.4	20.9	-79.6					
XL434	Low Cash Low Credit	580	0.7	3.4	19.5	-99.3					
RL555	Green Fingert Grandparents	423	0.5	2.7	18.2	-92.3					
FL325	Cash Strapped	187	0.2	1.3	17.0	-66.3					
YL306	Urban Essentials	288	0.3	2.7	12.2	-121.9					
RL552	Restricted Retirement	189	0.2	2.1	10.6	-115.0					
RL551	Traditional Tabloids	61	0.1	0.8	8.7	-81.0					
RL553	Thrifty Pensioners	206	0.2	3.1	7.7	-169.4					



Retailer X - Customers



Cluster		Social Media	Text	E-Mail	Landline	Post
Code	Name	0 100 200	0 100 200	0 100 200	0 100 200	0 100 200
FH121	Established Elite	100	100	100	100	100
FH235	Successful Living	100	100	100	100	100
XH222	Life Begins at 40	100	100	100	100	100
FH228	Professional Portfolio	100	100	100	100	100
FH223	Smart Money	100	100	100	100	100
XH238	Cultural Connoisseurs	100	100	100	100	100
XH236	Rich Reserves	100	100	100	100	100
XH333	Wealthy, Worldly and Wise	100	100	100	100	100
FH116	Switched-On and Savvy	100	100	100	100	100
XH337	Mature Money	100	100	100	100	100
FH119	Work-Life Balance	100	100	100	100	100
YH104	Early Achievers	100	100	100	100	100
FH113	Cash Rich Catchments	100	100	100	100	100
XH343	Mortgage-Free Jet Set	100	100	100	100	100
FH220	Sporty Families	100	100	100	100	100
XH446	Country Life	100	100	100	100	100
YH105	Keen to be Seen	100	100	100	100	100
XM331	Britain's Backbone	100	100	100	100	100
FM110	Bright Futures	100	100	100	100	100
YL215	Popular Culture	100	100	100	100	100
RH447	Golden Years	100	100	100	100	100
XM439	Salt of Society	100	100	100	100	100
FM329	Prudent Families	100	100	100	100	100
XL427	High Street Traditions	100	100	100	100	100
XM440	Winding Down	100	100	100	100	100
XM441	Contented Comforts	100	100	100	100	100
FM212	Penny-Wise Parents	100	100	100	100	100
XM332	Good Value	100	100	100	100	100
YH102	Going Places	100	100	100	100	100
FM326	Home Pride	100	100	100	100	100
RM548	Community Spirited	100	100	100	100	100
FL324	Parents Under Pressure	100	100	100	100	100
XM218	Flying Solo	100	100	100	100	100
XM430	Simple Life	100	100	100	100	100
XM317	Urban Melting Pot	100	100	100	100	100
YL101	Born Digital	100	100	100	100	100
YH211	Smart Ambitions	100	100	100	100	100
XL545	Social Conscience	100	100	100	100	100
YM303	Urban Casuals	100	100	100	100	100
XM444	Frugal Generation	100	100	100	100	100
RM549	Prudent in Retirement	100	100	100	100	100
YL308	Red Top Renters	100	100	100	100	100
RM554	Conservative Volunteers	100	100	100	100	100
RM550	Active Grandparents	100	100	100	100	100
YM207	Thirty-Somethings	100	100	100	100	100
XL542	Offline Tenants	100	100	100	100	100
FL214	Family Values	100	100	100	100	100
YL309	Mobile Pedestrians	100	100	100	100	100
XL434	Low Cash Low Credit	100	100	100	100	100
RL555	Green Fingerted Grandparents	100	100	100	100	100
FL325	Cash Strapped	100	100	100	100	100
YL306	Urban Essentials	100	100	100	100	100
RL552	Restricted Retirement	100	100	100	100	100
RL551	Traditional Tabloids	100	100	100	100	100
RL553	Thrifty Pensioners	100	100	100	100	100

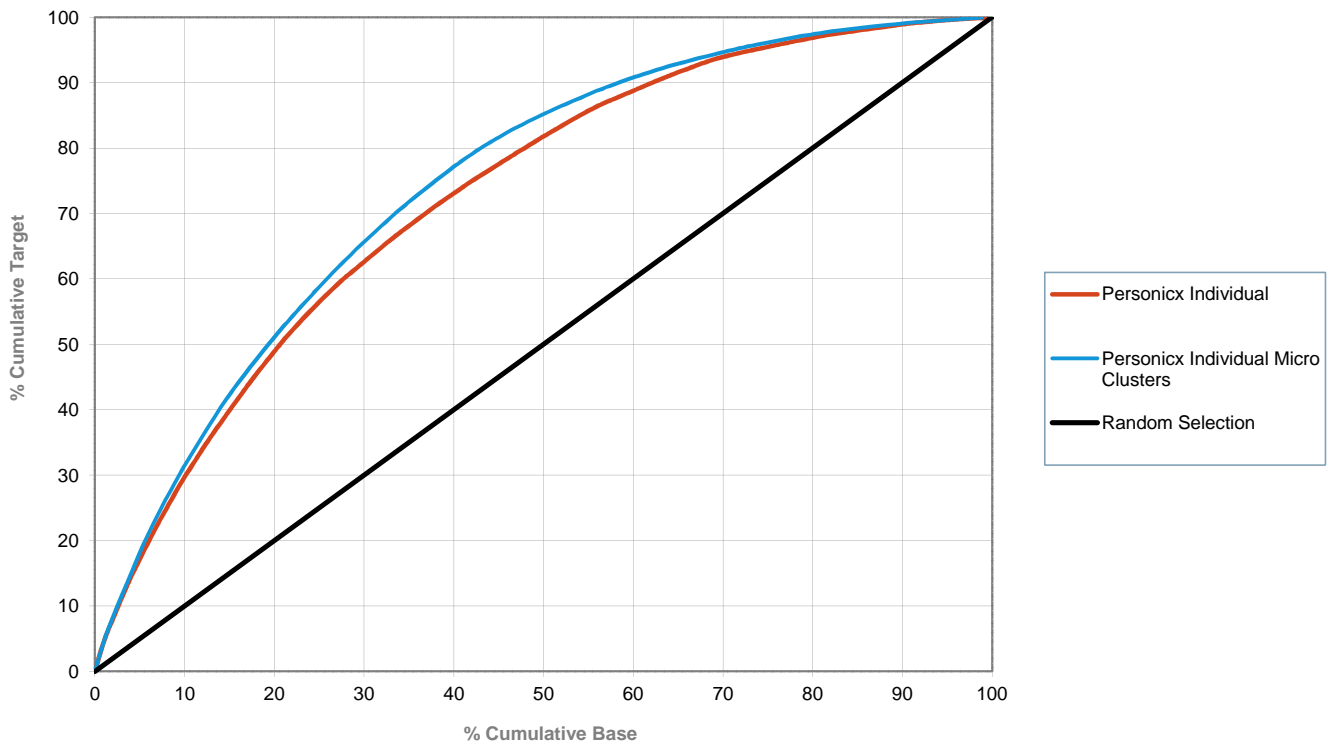
Retailer X - Customers

The gains chart shows Personix Individual clusters ranked in order of similarity to your target customers and expected uplift in response to your marketing. The predicted performance of each cluster is measured by an index. The higher the index the more likely the individual is to respond to your promotion and become a future customer.

Cluster Details			Incremental Gain			Cumulative Gain		
Rank	Code	Name	Customers %	GB %	Index	Customers %	GB %	Index
1	FH121	Established Elite	4.61	1.01	456	4.61	1.01	456
2	FH235	Successful Living	3.69	1.08	342	8.29	2.09	397
3	XH222	Life Begins at 40	4.37	1.35	323	12.66	3.44	368
4	FH228	Professional Portfolio	2.38	0.80	298	15.05	4.24	355
5	FH223	Smart Money	5.86	2.14	274	20.90	6.38	328
6	XH238	Cultural Connoisseurs	4.85	1.94	250	25.75	8.32	310
7	XH236	Rich Reserves	3.38	1.41	240	29.13	9.73	299
8	XH333	Wealthy, Worldly and Wise	3.18	1.49	214	32.31	11.22	288
9	FH116	Switched-On and Savvy	2.82	1.33	212	35.13	12.55	280
10	XH337	Mature Money	4.24	2.17	195	39.37	14.72	267
11	FH119	Work-Life Balance	3.52	1.87	189	42.89	16.59	259
12	YH104	Early Achievers	2.38	1.30	183	45.28	17.89	253
13	FH113	Cash Rich Catchments	3.51	2.04	172	48.79	19.93	245
14	XH343	Mortgage-Free Jet Set	2.20	1.32	167	50.99	21.25	240
15	FH220	Sporty Families	2.78	1.84	151	53.77	23.09	233
16	XH446	Country Life	3.02	2.15	140	56.79	25.24	225
17	YH105	Keen to be Seen	3.04	2.33	131	59.83	27.57	217
18	XM331	Britain's Backbone	2.18	1.90	115	62.01	29.47	210
19	FM110	Bright Futures	4.06	3.57	114	66.06	33.04	200
20	YL215	Popular Culture	2.37	2.28	104	68.44	35.31	194
21	RH447	Golden Years	2.66	2.61	102	71.11	37.93	187
22	XM439	Salt of Society	2.49	2.63	95	73.59	40.55	181
23	FM329	Prudent Families	1.18	1.25	95	74.78	41.80	179
24	XL427	High Street Traditions	1.36	1.57	87	76.14	43.38	176
25	XM440	Winding Down	1.39	1.61	86	77.53	44.98	172
26	XM441	Contented Comforts	1.50	1.74	86	79.03	46.73	169
27	FM212	Penny-Wise Parents	2.41	2.85	85	81.44	49.58	164
28	XM332	Good Value	1.15	1.43	81	82.59	51.01	162
29	YH102	Going Places	0.78	0.98	80	83.38	51.98	160
30	FM326	Home Pride	0.88	1.12	78	84.25	53.11	159
31	RM548	Community Spirited	1.22	1.59	77	85.48	54.70	156
32	FL324	Parents Under Pressure	0.72	1.00	72	86.19	55.70	155
33	XM218	Flying Solo	0.59	0.90	66	86.78	56.59	153
34	XM430	Simple Life	0.89	1.53	58	87.67	58.13	151
35	XM317	Urban Melting Pot	1.64	2.82	58	89.31	60.95	147
36	YL101	Born Digital	0.60	1.04	58	89.92	61.98	145
37	YH211	Smart Ambitions	0.73	1.30	56	90.66	63.29	143
38	XL545	Social Conscience	0.58	1.04	56	91.23	64.33	142
39	YM303	Urban Casuals	1.48	2.86	52	92.70	67.19	138
40	XM444	Frugal Generation	0.52	1.07	49	93.22	68.25	137
41	RM549	Prudent in Retirement	0.63	1.52	42	93.86	69.77	135
42	YL308	Red Top Renters	0.57	1.68	34	94.42	71.45	132
43	RM554	Conservative Volunteers	0.50	1.67	30	94.92	73.13	130
44	RM550	Active Grandparents	0.80	2.78	29	95.73	75.91	126
45	YM207	Thirty-Somethings	0.51	1.77	29	96.23	77.67	124
46	XL542	Offline Tenants	0.54	1.99	27	96.77	79.66	121
47	FL214	Family Values	0.47	1.80	26	97.25	81.47	119
48	YL309	Mobile Pedestrians	0.51	2.45	21	97.75	83.91	116
49	XL434	Low Cash Low Credit	0.67	3.44	19	98.42	87.36	113
50	RL555	Green Fingert Grandparents	0.49	2.69	18	98.92	90.05	110
51	FL325	Cash Strapped	0.22	1.27	17	99.13	91.31	109
52	YL306	Urban Essentials	0.33	2.74	12	99.47	94.05	106
53	RL552	Restricted Retirement	0.22	2.06	11	99.69	96.11	104
54	RL551	Traditional Tabloids	0.07	0.81	9	99.75	96.92	103
55	RL553	Thrifty Pensioners	0.24	3.08	8	99.98	100.00	100

The gains chart shows that 39.3% of your target prospects is represented in the top 14.7% of GB individuals. Selecting from the top 10 Personix clusters means you are at least 2.67 times more likely to hit a Retailer X Customers customer than if you select a random sample from the GB file.

Retailer X - Customers



The gains curve provides a visual summary of the benefits of using Personicx Individual for providing discrimination within a specified file. The file is ranked from the highest to the lowest discriminating cluster based on the index and the associated cumulative target percentage is plotted against the cumulative base percentage. The resultant curve therefore identifies the uplift that can be achieved by using Personicx Individual, as compared to a random selection. The wider the gap, the greater the predictive power of Personicx Individual.

Personicx Individual Micro-clusters

Personicx Individual micro-clusters can often show more discrimination than the 55 Personicx Individual clusters; if the micro-cluster curve on the chart above is very different to the Personicx Individual cluster curve you might want to consider using a selection of the micro-clusters for your marketing activity.

Personicx Individual micro-clusters can also be used as 166 building blocks to help you create bespoke segmentation solutions to address your critical business needs. Bespoke solutions enable you to leverage the power of your customers' behaviours and attitudes, resulting in increased discrimination, and a more predictive and descriptive solution for your business. In addition, it is transferable to the outside world, allowing you to link to syndicated research data, spatial analysis and third party data sources.

For more information about Personicx Individual micro-clusters please speak to your Acxiom representative.

There are times when you want to know more about the Personix clusters. Perhaps you wish to tailor your messaging to prospects or better understand the key motivations of your customers and what they look like. That's where the Personix Eye tool comes in.

This online tool provides the user easy access to the extensive characteristics used to build Personix. Each cluster has been matched against data collected through Acxiom's on-going multi-channel survey program to deliver unparalleled customer and market insight for GB. The data is weighted by key demographic variables to remove any survey bias and ensure that it is representative of the population.

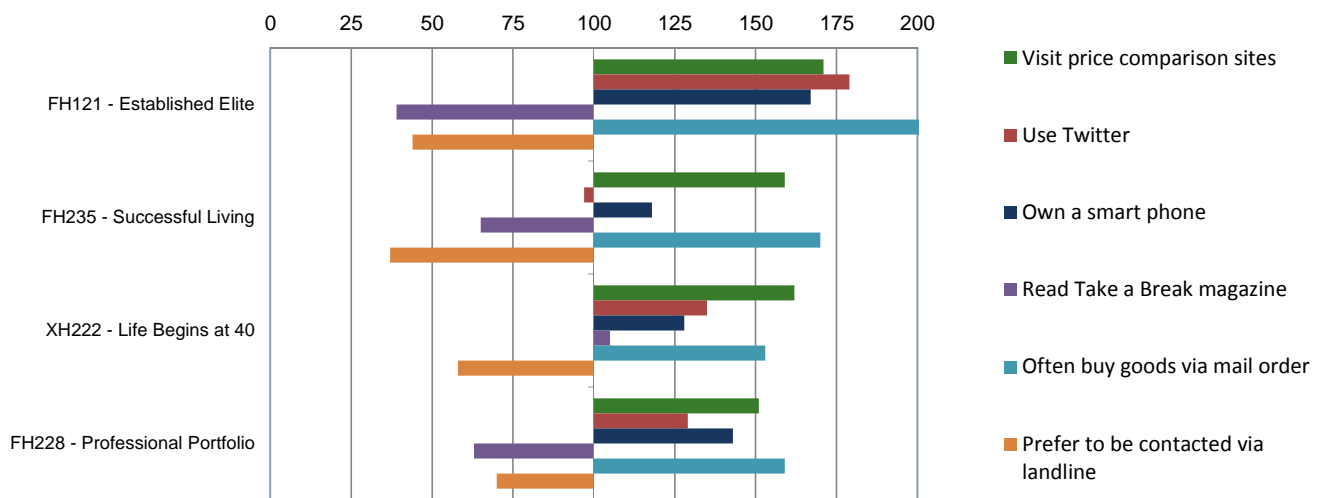
This rich pool of behavioural and lifestyle survey data contains over 1000 pieces of information, a sample of which can be seen in the chart below, showcasing the strength of the additional market insight Acxiom can provide.

[Click on the link to view the Personix Eye](#)

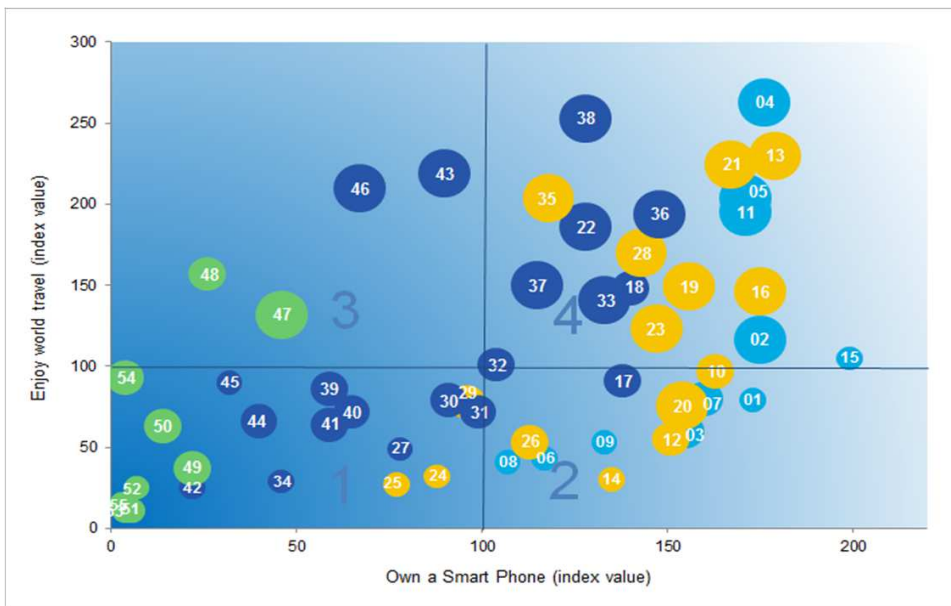
www.personicx.co.uk

Retailer X - Customers

The index chart below, adapted from the Personix Eye, showcases additional information about your top four clusters. For example, those that are likely to engage with your brand via their mobile phones, visit price comparison sites or Tweet about their purchase. Better connections with your customers or prospects enable more effective marketing, greater customer value and improved margins.



In addition, quadrant analysis allows you to visualize the relationship between any two profiles, or variables, to identify potential new opportunities or market drivers. The clusters also give an indication of the lifestage and affluence profile of these potential markets as well as their digital behaviour.



The example on the left shows the relationship between individuals who enjoy world travel and how likely they are to own a smart phone.

Quadrant 4 highlights Personix Individual clusters that over index on both variables and are therefore likely to own a smart phone and enjoy world travel. In contrast, clusters in Quadrant 1 are unlikely to do either, with the remaining clusters leaning towards one particular behaviour.

From this analysis, it is clear that ownership of smart phones shows a strong relationship with world travel, driven by a combination of high affluence, digital behaviour and lifestyle choices (e.g. clusters such as YH104 Early Achievers and FH121 Established Elite).

If you would like more information or access to the online Personix Eye for a trial period then please speak to your Acxiom representative.



This page expands out each Personix Individual cluster code with names, descriptions, lifestyle, affluence and digital indicators. Understanding what proportion of total GB Individuals each cluster accounts for is key for campaign effectiveness and market sizing activities.

Code	Name	Lifestage	Age	Affluence	Household Income	Digital	GB Base Proportion
YL101	Born Digital	Young Adults	18-30	Low	£15,000-£35,000	Always On	1.04%
YH102	Going Places	Young Adults	18-30	High	£40,000+	Always On	0.98%
YM303	Urban Casuals	Young Adults	18-40	Medium	£15,000-£35,000	Browsers Open	2.86%
YH104	Early Achievers	Young Adults	18-40	High	£50,000+	Always On	1.30%
YH105	Keen to be Seen	Young Adults	18-40	High	£25,000-£75,000	Always On	2.33%
YL306	Urban Essentials	Young Adults	18-45	Low	Up to £15,000	Browsers Open	2.74%
YM207	Thirty-Somethings	Young Adults	25-45	Medium	£20,000-£50,000	Fully Connected	1.77%
YL308	Red Top Renters	Young Adults	18-45	Low	Up to £20,000	Browsers Open	1.68%
YL309	Mobile Pedestrians	Young Adults	25-45	Low	£10,000-£25,000	Browsers Open	2.45%
FM110	Bright Futures	Families with children	25-45	Medium	£25,000-£75,000	Always On	3.57%
YH211	Smart Ambitions	Young Adults	25-45	High	£50,000+	Fully Connected	1.30%
FM212	Penny-Wise Parents	Families with children	25-45	Medium	£20,000-£50,000	Fully Connected	2.85%
FH113	Cash Rich Catchments	Families with children	25-45	High	£50,000+	Always On	2.04%
FL214	Family Values	Families with children	25-45	Low	Up to £25,000	Fully Connected	1.80%
YL215	Popular Culture	Young Adults	25-45	Low	£5,000-£30,000	Fully Connected	2.28%
FH116	Switched-On and Savvy	Families with children	25-50	High	£50,000+	Always On	1.33%
XM317	Urban Melting Pot	Empty Nesters	25-50	Medium	£20,000-£50,000	Browsers Open	2.82%
XM218	Flying Solo	Empty Nesters	25-50	Medium	£15,000-£40,000	Fully Connected	0.90%
FH119	Work-Life Balance	Families with children	30-50	High	£25,000-£75,000	Always On	1.87%
FH220	Sporty Families	Families with children	30-50	High	£30,000-£75,000	Fully Connected	1.84%
FH121	Established Elite	Families with children	35-55	High	£50,000+	Always On	1.01%
XH222	Life Begins at 40	Empty Nesters	40-55	High	£30,000-£75,000	Fully Connected	1.35%
FH223	Smart Money	Families with children	40-55	High	£35,000-£75,000	Fully Connected	2.14%
FL324	Parents Under Pressure	Families with children	40-55	Low	£5,000-£25,000	Browsers Open	1.00%
FL325	Cash Strapped	Families with children	40-55	Low	Up to £25,000	Browsers Open	1.27%
FM326	Home Pride	Families with children	40-55	Medium	£20,000-£50,000	Browsers Open	1.12%
XL427	High Street Traditions	Empty Nesters	40-60	Low	£5,000-£25,000	Emerging Users	1.57%
FH228	Professional Portfolio	Families with children	40-60	High	£50,000+	Fully Connected	0.80%
FM329	Prudent Families	Families with children	40-60	Medium	£20,000-£50,000	Browsers Open	1.25%
XM430	Simple Life	Empty Nesters	40-60	Medium	£15,000-£35,000	Emerging Users	1.53%
XM331	Britain's Backbone	Empty Nesters	40-60	Medium	£20,000-£50,000	Browsers Open	1.90%
XM332	Good Value	Empty Nesters	40-60	Medium	£20,000-£50,000	Browsers Open	1.43%
XH333	Wealthy, Worldly and Wise	Empty Nesters	40-65	High	£50,000+	Browsers Open	1.49%
XL434	Low Cash Low Credit	Empty Nesters	40-65	Low	Up to £15,000	Emerging Users	3.44%
FH235	Successful Living	Families with children	45-60	High	£40,000+	Fully Connected	1.08%
XH236	Rich Reserves	Empty Nesters	45-65	High	£50,000+	Fully Connected	1.41%
XH337	Mature Money	Empty Nesters	50-65	High	£30,000-£75,000	Browsers Open	2.17%
XH238	Cultural Connoisseurs	Empty Nesters	50-70	High	£40,000+	Fully Connected	1.94%
XM439	Salt of Society	Empty Nesters	50-70	Medium	£15,000-£40,000	Emerging Users	2.63%
XM440	Winding Down	Empty Nesters	50-70	Medium	£15,000-£40,000	Emerging Users	1.61%
XM441	Contented Comforts	Empty Nesters	50-75	Medium	£15,000-£35,000	Emerging Users	1.74%
XL542	Offline Tenants	Empty Nesters	50-75	Low	Up to £20,000	Seldom Online	1.99%
XH343	Mortgage-Free Jet Set	Empty Nesters	55-75	High	£40,000+	Browsers Open	1.32%
XM444	Frugal Generation	Empty Nesters	55-75	Medium	£10,000-£30,000	Emerging Users	1.07%
XL545	Social Conscience	Empty Nesters	55-75	Low	£5,000-£25,000	Seldom Online	1.04%
XH446	Country Life	Empty Nesters	55-75	High	£25,000-£75,000	Emerging Users	2.15%
RH447	Golden Years	Retirees	55+	High	£25,000+	Emerging Users	2.61%
RM548	Community Spirited	Retirees	60+	Medium	£15,000-£35,000	Seldom Online	1.59%
RM549	Prudent in Retirement	Retirees	60+	Medium	£10,000-£30,000	Seldom Online	1.52%
RM550	Active Grandparents	Retirees	60+	Medium	£5,000-£25,000	Seldom Online	2.78%
RL551	Traditional Tabloids	Retirees	65+	Low	Up to £15,000	Seldom Online	0.81%
RL552	Restricted Retirement	Retirees	65+	Low	£5,000-£20,000	Seldom Online	2.06%
RL553	Thrifty Pensioners	Retirees	65+	Low	Up to £15,000	Seldom Online	3.08%
RM554	Conservative Volunteers	Retirees	70+	Medium	£5,000-£25,000	Seldom Online	1.67%
RL555	Green Fingered Grandparents	Retirees	70+	Low	£5,000-£20,000	Seldom Online	2.69%



How to interpret your customer profile

The customer profile provides you with a picture of your target customers compared to the average base household.

Target %

This represents the distribution of your target customers across the 55 Personicx clusters.

Base %

This represents the distribution of the base households across the 55 Personicx clusters.

Index value

An index value is a measure that compares the penetration of the same thing across two groups. In profiling it is calculated by dividing the target % by the base % and multiplying by 100, and in this report shows how your target customers compare with the base households. An index value between 80-120 is described as "average" (100 means the size of the target and base group are identical). An index greater than 120 is significant and these groups should be explored; an index of 200 for example means your target customers are twice as likely to look like this cluster. If index values drop below 80 then these groups are best ignored as they do not represent your target customers.

Z-Score

This measures how significant and statistically viable each Personicx cluster is. It takes into account the value of the index AND the percentage of your target customers that fall within the cluster. The more positive or negative the score, the more important the characteristic is in predicting your target customers. Z-Scores in excess of the absolute value of 2 indicate a significant difference. Clusters with the highest Z-Scores and indices denote the most discriminative clusters within the analysis.

How to interpret the gains chart

The gains chart shows the summarised results of the customer profile, and is your decision making tool. Personicx clusters are ranked in order of expected uplift in response, and as such this chart guides us in helping you to decide which grades to market to.

Rank

To classify the resulting clusters a rank is assigned to them based on the index.

Target Incremental %

This is the number of your target customers that fall into each cluster as a percentage of the total target customer file.

Base Incremental %

This is the number of households that fall into each cluster as a percentage of the total base file.

Incremental Index

This is a means of ranking the clusters and shows how each cluster performs when comparing the target and base.

Target Cumulative %

This shows the running total percentage of your target customer file.

Base Cumulative %

This shows the running total percentage of the base file.

Cumulative Index

This shows how well the selection is likely to perform as a running total, i.e. If both Cluster 1 and Cluster 2 are mailed together it will show the combined index for this selection.

Infobase® Data Products

InfoBase Lifestyle Universe

Holding nearly 1,000 unique variables, Infobase is the UK's richest source of consumer data and implemented strategically into your marketing activity will improve your customer acquisition, engagement, retention, insight, segmentation and recognition. Infobase includes 90% of UK households making it the UK's premier consumer database for acquiring new customers, and creating better understanding of existing customers. Unlike other providers, 55% of our consumer database is collected directly via data acquisition programmes.

Affordability

If you are specifically interested in data that shows which consumers do or do not have spending power in the shifting UK economy, Acxiom's Affordability segmentation can profile the overall economic status of each household in the UK. Affordability data and segmentation tools provide marketers with the power to make informed decisions uniquely based on individual household budgets.



Data Quality Audit (DQA)

The DQA report is intended to provide a snapshot of the fitness for purpose of your customer or prospect data. It provides information on a number of key indicators of data quality that directly relate to how effectively your customer or prospect data can be used to support your marketing activities, customer service and operations.

Channel Predictor

This powerful targeting and communication channel decisioning tool can answer crucial marketing questions such as: "How can I decide where to spend my acquisition budgets?" and "How do my consumers like to receive information?". The solution includes real behaviours based on the active UK consumer, providing preferences across email; post; phone; text message and social networking, allowing consumers to be selected based on the number and type of channels through which they prefer to receive marketing information about products and services.

Customer Acquisition Services

List Rental

Acxiom's List Rental solutions provide the highest quality precision targeting both direct mail and email marketing. Whether you are looking to launch into a brand new market, meet challenging customer acquisition targets or develop effective local area marketing to increase store traffic, we have a portfolio of market leading consumer lists that can help your campaigns perform harder and generate an increased return on investment.

Email

Acxiom's Email Selector gives you the immediacy and cost-effectiveness of digital marketing combined with the accuracy of database marketing. Deliver the most targeted communications programme to your consumers using our email database of more than 5 million opted-in email addresses.

Telephone

Telephone Selector is essential to optimising the level of telephone contacts held in your customer and prospect databases. Comprising more than 4.5 million unique landlines, all independently validated and fully permissioned for marketing purposes, Telephone Selector delivers numbers that are less heavily used than those from other sources in the market. Built from a combination of Acxiom and third party data sources, more than 50% of the telephone data is exclusive to Acxiom.

Real-time lead generation

Integrated with Acxiom's market-leading data quality and segmentation our online lead generation solution, Intelligent Leads, creates powerful sales opportunities in real-time. Driven by an extensive online network of selected websites and vast email data resources, Intelligent Leads generates thousands of new consumer registrations every month, providing high-quality, highly relevant opportunities.

Customer Enhancement and Recognition

Adding depth to your marketing database through multidimensional insight is critical in this age of channel hopping consumers. The linking of InfoBase contact and insight data to your consumers will allow you to engage with your customers by recognising their preferences, interests and expectations. Acxiom's multi channel assets enable you to recognise your customers or prospects across the spectrum of online and offline media.

Telephone append

Tele Append will augment your customer database with more than 4.5 million unique landlines, all independently validated and fully permissioned for marketing purposes. Tele Append delivers numbers that are less heavily used than those from other sources in the market, and built from a combination of our and third-party data sources, more than 50% of the telephone data is exclusive to Acxiom.

Email append

This is a dynamic solution to reaching your customers online using more than 20 million email addresses. Email Append is part of an end-to-end service that will populate your customer database with fully opted-in email data. Acxiom appends emails at an individual level for the greatest accuracy, and follows best practice in all aspects of privacy and data protection legislation.

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