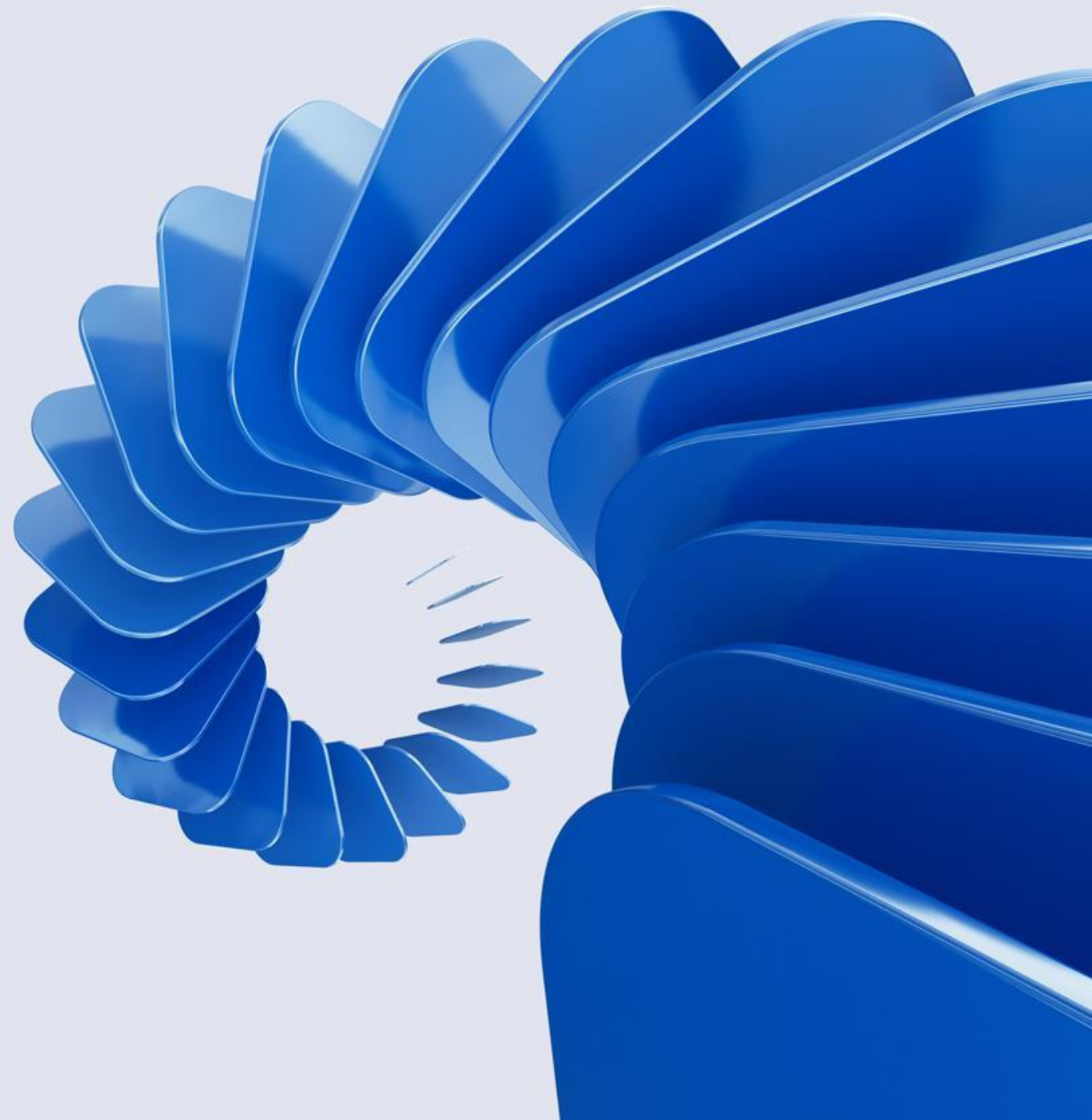
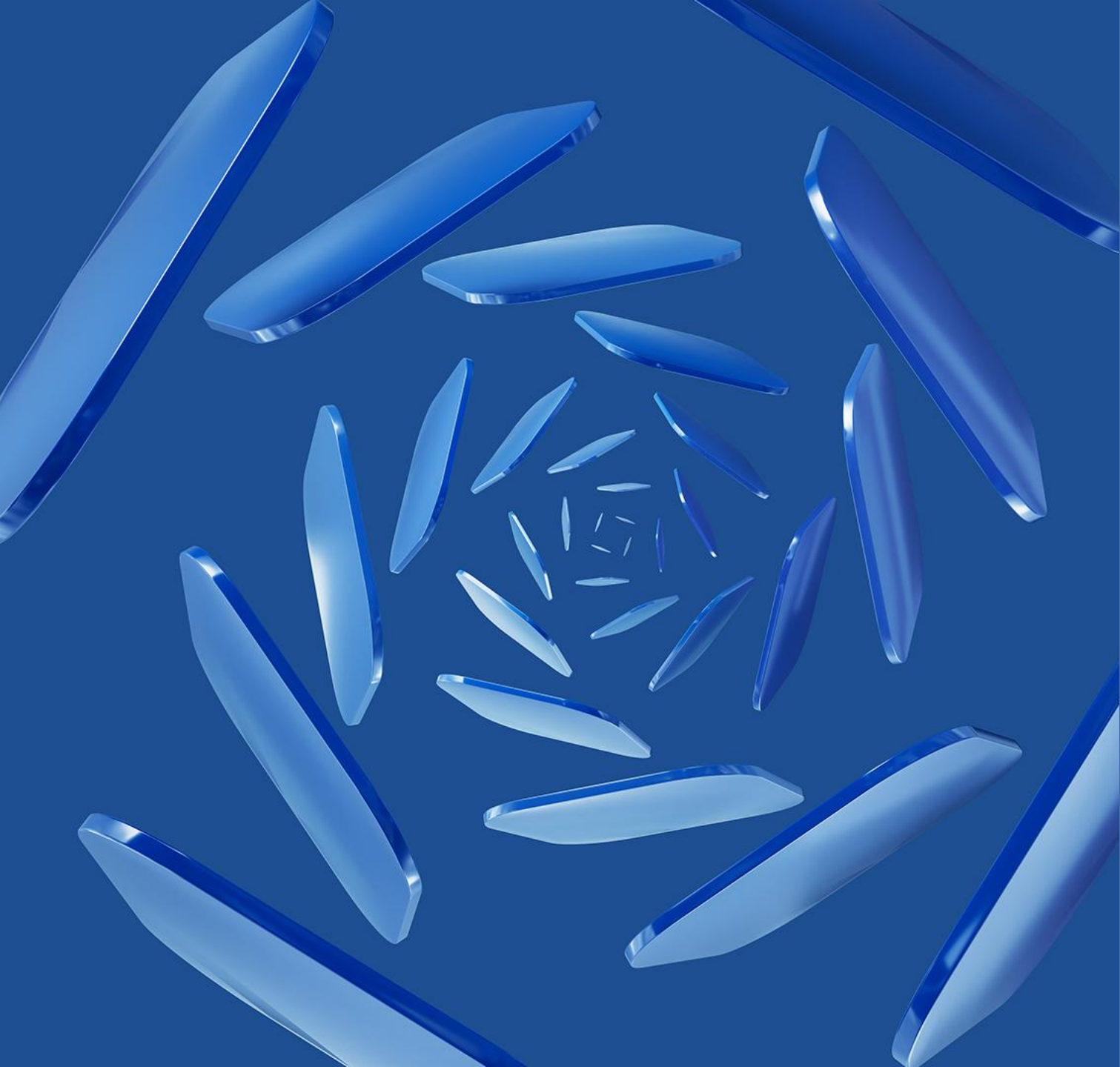




Citizen Insight, Segmentation (Mosaic) & Visualisation

GCloud 15





Citizen Understanding and Profiling



The Challenge

- For your organisation to communicate effectively you need to understand the characteristics of your citizens. Getting this right allows you to better meet their needs and develop appropriate services
- Many organisations hold information based on how individuals interact with them. This allows common behaviours of key groups to be understood.
- A common challenge is not understanding the wider demographics, lifestyle, and attitudes of citizens and knowing how this compares to the wider population. Overcoming this can dramatically increase your understanding of key groups and enable more effective communications.

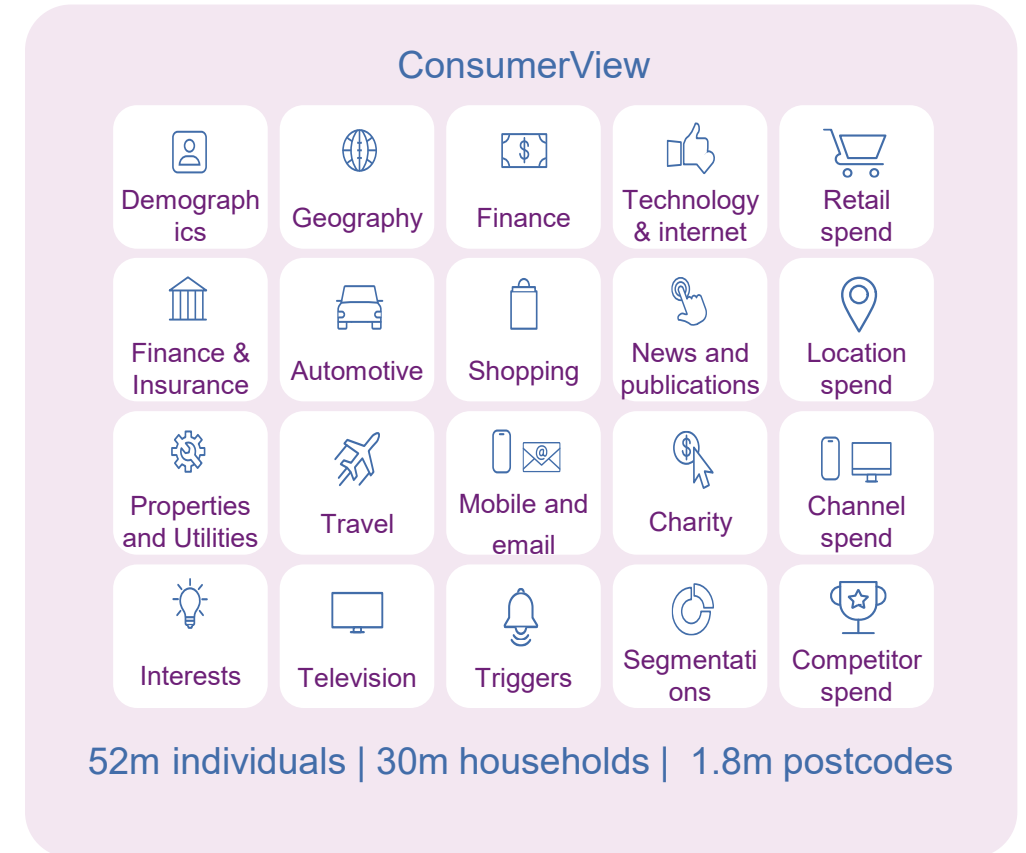


Our Solution

Experian's Consumer Profiling services help you understand your citizens and what drives them, enabling more effective engagement.

Key features of the service include:

- Visualise the profile of your citizens through ConsumerView (Experian's universe of UK consumers) across a wide range of demographic, lifestyle and behavioural attributes, including Experian's Mosaic segmentation suite.
- Enabling easy identification and visualisation of common characteristics of your citizen base.
- The ability to divide your data into bespoke groups to develop more engaging and targeted messaging and/or services.
- Access to a range of follow-on services which allow you to use insights obtained from the profiles to drive action. For example, execution and measurement of targeted marketing campaigns



Experian Marketing Analytics

DATA

ENRICHMENT

SEGMENT

VISUALISE

01 Data

Experian will clean, prepare and consolidate your data. We also remove duplications where necessary and are able to create a single citizen view.

02 Enrichment

We often enhance and enrich your first party data with third party data to plug gaps and ensure that your data can be profiled and understood across as broad a set of dimensions as possible.

03 Segment

Experian can segment and categorise your data into appropriate groups e.g. age, financial situation or preferred communication channel to allow for meaningful comparisons.

04 Visualise

We produce profile reports which allow you to understand and visualise your data across wide range of internal and External data metrics.

The Benefits

Understand your audience

Citizen profiling provides a solid understanding of your audience. It can clearly define who your citizens are and how they differ across a broad range of characteristics

Tailor Communications

Citizen profiling can be used to tailor communications or services to suit your audience. This includes the ability to personalise communications and marketing across all channels to make them more relevant and ensure citizens feel valued.

Optimise resources

Citizen profiling helps you optimise public resources to save money and deliver economic resilience.

Mosaic UK Profile Report

Mosaic UK 8 | Profile Highlights

Example | Customer Profile

experian.

Mosaic Group Profile - Target 1 compared to UK Households

Mosaic Groups H, C, D have the highest proportion compared to UK Households and make up 24.9% of the Target 1 audience

H - New Beginnings

216 Index | 5.9%



Properties built post-2010
Length of residence 1 to 3 years
Low energy usage and costs
Made recent financial actions
Commutes medium to long distances
High spend on non-essentials
Young households with good salaries who have bought recently built homes, often on the outskirts of communities

C - Country Heritage

196 Index | 8.9%



Self-employed directors
Wealthy families in the countryside
Large older properties
Financially-savvy
Enjoy time outdoors
Owns several vehicles
Well-off owners of comfortable properties in rural locations with land or surrounding gardens

D - Upmarket Commuters

162 Index | 10.1%



High-earning families
Large detached homes
High mortgage values
Successful careers
Owns smart technology
High shopping spend
High-income families in quality, modern-era homes located in desirable, low-density neighbourhoods

A - Lavish Lifestyles

88

B - Pension Prosperity

99

C - Country Heritage

196

D - Upmarket Commuters

162

E - Respectable Retirement

94

F - Mature Homekeepers

70

G - Suburban Childhoods

128

H - New Beginnings

216

I - Family Endeavours

81

J - Single Spaces

105

K - Urban Basics

74

L - Elderly Essentials

80

M - Modest Meadows

96

N - Value-seeking Families

59

O - High-flying Metropolitans

99

P - Successful City Families

80

Q - Side-by-side Economy

95

R - Youthful Independence

65

< >

Welcome

Mosaic UK Profile

Mosaic Groups

Highlights

How to Use

Appendix

+

Effective profiling helps drive outcomes that are good for your citizens and good for your organisation.

Select Target: Target 1

Select Base: UK Households

Target 1

Customer Subgroup 1

UK Households

Experian ConsumerView Database Households

Mosaic UK | Top 3 Groups by Index Score

Target 1 compared to UK Households

H - New Beginnings

216 Index | 5.9%



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Mosaic UK Group Profile		Target	%	Base	%	Pen %	Index	
A	Lavish Lifestyles	34,263	2.9	880,235	3.2	3.9	88	
B	Pension Prosperity	81,405	6.8	1,853,337	6.9	4.4	99	
C	Country Heritage	106,441	8.9	1,223,644	4.5	8.7	196	
D	Upmarket Commuters	121,280	10.1	1,688,448	6.2	7.2	162	
E	Respectable Retirement	106,620	8.9	2,567,122	9.5	4.2	94	
F	Mature Homekeepers	61,190	5.1	1,965,227	7.2	3.1	70	
G	Suburban Childhoods	74,354	6.2	1,316,187	4.9	5.6	128	
H	New Beginnings	71,356	5.9	745,808	2.7	9.6	216	
I	Family Endeavours	73,122	6.1	2,042,419	7.5	3.6	81	
J	Single Spaces	52,580	4.4	1,136,579	4.2	4.6	105	



Market Segmentation



Understand your audience

- How well do you know your citizens? **Understanding** them is the critical component to delivering **accurate, relevant and effective** services
- Under-pinned by **Mosaic** (our class-leading consumer classification product), **Bespoke Segments** enables your organisation to identify core groups within your citizen base and how these differ in terms of; Age, household composition, marketing communication preferences, environmental attitudes etc.
- This level of detail enables you to **communicate effectively** and most importantly improves the consistency and quality of the **experience** you are able to deliver. Improving both the effectiveness and efficiency of your services.



Our Solution



Married couples living
child-centred lifestyles...



Pre-retirement owners of
affordable semis...



Singles with young
children in very low-value
old terraces...



- Bespoke solution to fit your citizen management requirements.
- Every household in your region will be allocated a segment enabling a more tailored approach to management and communication
- Data can be aggregated geographically for area reporting, market sizing and resource planning. The results can be visualised in map form for ease of use.
- Segments linked to YouGov or other panels for tracking and measurement.
- Bespoke and branded segmentation persona dashboard created to bring your segments to life

How we build the segments

DATA

ENRICHMENT

SEGMENT

VISUALISE

01 |

Each solution is unique and bespoke to the region you cover and based on the citizens you serve.

02 |

We take your citizen data, and enrich it with our wealth of household level data and insights

03 |

We then create manageable groups of consumers containing households who are as similar as possible to one another across key data inputs – but as different as possible to those in other segments.

04 |

The resulting solution is visualised in an immersive and interactive dashboard enabling your organisation to describe, compare and action consumer groups

Leveraging Actionable Insight for West Midlands Citizens

Mosaic Segmentation



West Midlands
Combined Authority

The West Midlands Combined Authority (WMCA), including Transport for West Midlands (TfWM), leveraged Experian Mosaic to create bespoke travel segments, enabling deeper citizen insight and improved service delivery.

Solution

Our dedicated analytics team worked with the client to create eight custom travel segments. These were built utilising data from 3,500 interviews and Mosaic insights, enabling targeted communication and service design.

This segmentation informed strategies for mobility innovation, disruption management, and future expansion across five key pillars - transport, housing, skills, growth, and sustainability.



Enhancing citizen experience

Used insight to deliver proactive, tailored communication that helped citizens plan ahead for planned disruption, helping maintain trust.



Mobile app business case

Segmentation identified the most receptive audience for a combined travel app supporting business case for commercialisation.



