

Socio-Demographics CAMEO Pricing

Consumer classification and consumer segmentation is all about gaining insight into individuals, the properties in which they live and the areas where these properties are located.

TransUnion's CAMEO suite of consumer classifications provides the most accurate, up-to-date and cost-effective way of profiling individuals in this way, helping to inform your policy decisions, the allocation of resources and power your growth and intervention strategies.

By combining TransUnion's extensive public sector experience with technology leadership, our successful partnerships with central and local government organisations help turn actionable insights derived from powerful segmentation tools into real world strategies and policies.

TransUnion can help organisations allocate resources more fairly, devise communication strategies and target specific segments; for example, older age groups, those suffering with financial stress and social deprivation and those with greater need for help and support. This ability to segment will allow for meaningful and effective engagement.

Below prices are for an Annual Licence Fee which is based on the number of household records provided and the chosen output level (Household or Postcode).

All the prices quoted in this document are exclusive of VAT.

Volume	Household	Postcode
10-25k	£5,365	£3,820
25-50k	£8,245	£5,760
50-100k	£10,520	£7,240
100-200k	£13,355	£9,190
200-500k	£16,035	£10,995
500k-1m	£18,820	£13,230
1m-2m	£21,720	£14,880
Full UK License Flat File	£45,000	£25,000

Additional insights modules below can be added when taking the CAMEO Postcode offering. The associated costs below are in addition to CAMEO Postcode volume costs.

Volume	Income	Unemployment	Welfare	Property
10-25k	£2,292	£2,292	£2,292	£3,820
25-50k	£3,456	£3,456	£3,456	£5,760
50-100k	£4,344	£4,344	£4,344	£7,240
100-200k	£5,514	£5,514	£5,514	£9,190
200-500k	£6,597	£6,597	£6,597	£10,995
500k-1m	£7,938	£7,938	£7,938	£13,230
1m-2m	£8,928	£8,928	£8,928	£14,880