

Consumer Segmentation



CAMEO

Turn raw data into
customer insights with
advanced segmentation



Target with precision using 10 broad clusters and 70 detailed categories



Help to Improve ROI by focusing on the most lucrative customer segments



Aid compliance and privacy with trusted TransUnion practices



Achieve scalability with a tool that adapts to changing market needs and data volumes

The true marketing value of data lies not just in its volume, but in the quality of insights it contains. By gaining an enriched understanding of existing and potential customers, you can better adapt to their evolving needs.

CAMEO augments and enhances consumer data, offering a more nuanced and holistic understanding of shifting behaviours, emerging needs, current preferences, and fluctuating resources.

This ability to identify detailed, highly segmented market adaptations helps you remain agile and better navigate these changes with more confident decisioning.

Its data-driven geo-segmentation and advanced analytics inform highly targeted, street-level, behaviour-based strategies.

Harness enhanced data for tailored marketing strategies

CAMEO integrates with existing data assets to turn raw data into actionable insights that help refine marketing strategies, improve customer engagement, and boost growth.

Customisable segmentation

Adapt the tool to suit your specific industry and objectives for a more tailored marketing approach.

Streamlined decisioning

Utilise location and lifestyle insights to make faster, more informed decisions across marketing, risk management and customer service.

Competitive edge

Quickly identify new market opportunities ahead of the competition to help secure first-mover advantage.

BENEFITS

Achieve sharper marketing focus

Eliminate wasted resources by targeting segments that matter most to your business to optimise campaign effectiveness, improve response rates and drive sales.

Enhanced engagement

Build customer loyalty and positive engagements with tailored offerings based on precise segmentation and behavioural analysis.

Informed strategies

Gain deep customer insights to enhance product development, fine-tune pricing models and optimise distribution channels for better market reach.

Greater agility

Action robust, customer data for more agile decision-making and rapid strategy revision.

CAMEO's data categories



Public
Data



Socio-Economic
Data



Lifestyle
Data



Third-Party
Data

All information sourced and validated as per TransUnion's rigorous privacy standards.

Contact your TransUnion representative to unlock the full potential of your customer data with CAMEO.