

A woman with curly hair, wearing a red scarf and a tan jacket, is smiling while looking at a tablet. The image is overlaid with a large blue triangle on the left and a white line forming a large 'X' shape across the frame.

ACXIOM INFOBASE® DATA CATALOGUE

FOR AUDIENCE CREATION
AND ANALYTICS

ACX IOM

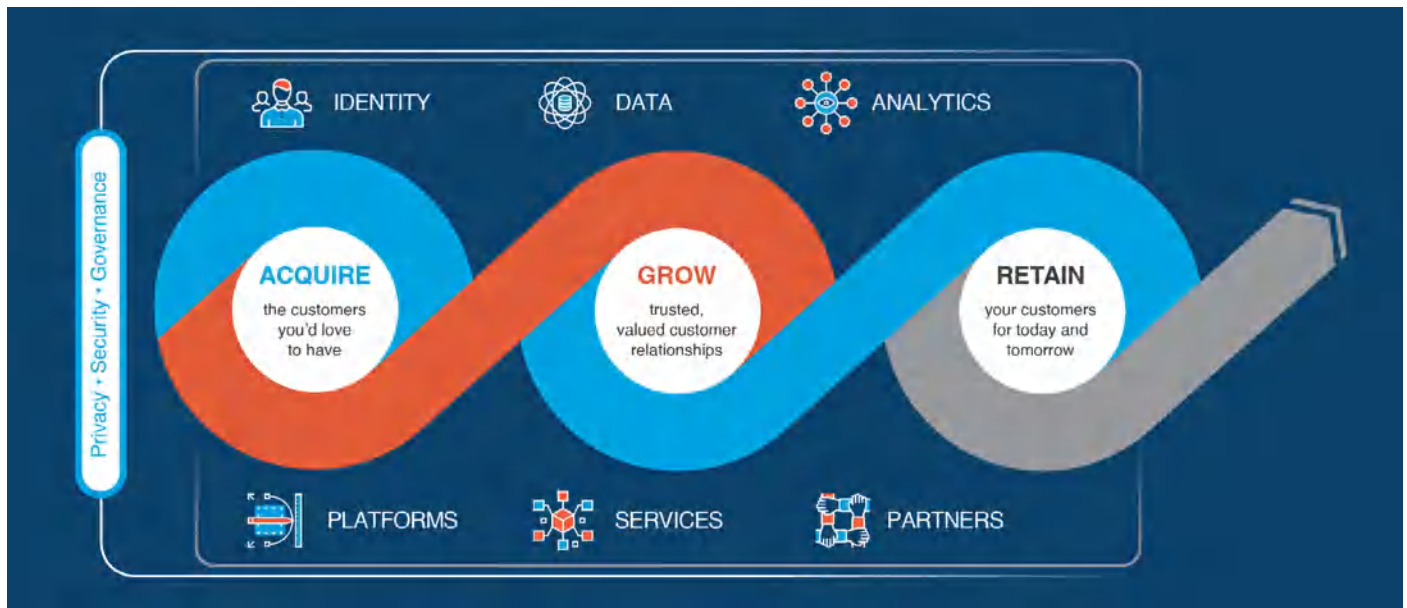
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Insight builds relationships between people and brands. Armed with accurate, customer intelligence, advertisers can better understand their customers and are able to acquire, retain and grow more like them.	
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Leading in the ethical use of data and security, Acxiom is a pioneer and leader in protecting consumer privacy through compliance, ethical relationships, awareness, education, accuracy and security as well as consumer notice, access and choice. We connect data and technology, we keep it safe, and use the customer intelligence in a way that respects consumer privacy.	
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InfoBase delivers actionable customer intelligence to give brands the insights they need to make smarter, faster marketing decisions.	
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Insights that enable brands to accurately understand and identify audiences through actual category and brand spend behaviour, powered by Affinity Solutions.	
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TO LEARN MORE

about how Acxiom can work with you, visit acxiom.co.uk
or email us at ukenquiries@acxiom.com.

INSIGHT BUILDS RELATIONSHIPS BETWEEN PEOPLE AND BRANDS



People are more likely to purchase from and trust brands who deliver experiences that resonate. To do this, brands need in depth customer intelligence about people's behaviours, purchasing patterns and preferences.

Relevant insight helps advertisers design effective marketing strategies and campaigns that will attract the right customers, with whom they can build relationships and who will remain good customers in the future. The result is both short and long-term success for the brand and happy customers who appreciate the value of using insights intelligently and respectfully.



Axiom has been using data in ethical ways to develop data-driven solutions for the world's biggest brands for over 50 years. We collate and harness the power of insight, to create accurate full customer intelligence which can be used for recognition, analytics, and audience creation. Armed with such an accurate and comprehensive information, advertisers can better understand what people want, how best to communicate with them and market to them intelligently.

LEADING IN THE ETHICAL USE OF DATA AND SECURITY

The world of data is ever changing and continues to evolve, meaning that understanding how consumer data can be used is critical to business performance and growth. In recent years, General Data Protection Regulation (GDPR) instigated a change in the way organisations use and manage personal data, putting more emphasis on ethical practice and consumer rights.

Acxiom appointed the industry's first Chief Privacy Officer and continues to lead data protection and privacy through industry associations and at all levels of government.

We use a range of proven assessment frameworks to understand an organisation's Data Management Maturity, Governance Capability and Privacy Posture relating to customer data.

CUSTOMER INSIGHTS

We combine the right expertise, customer intelligence and technology to connect audiences across different data sets, channels, devices and applications; championing a unique approach to marketing and aiming to do this better than anyone else in the world.

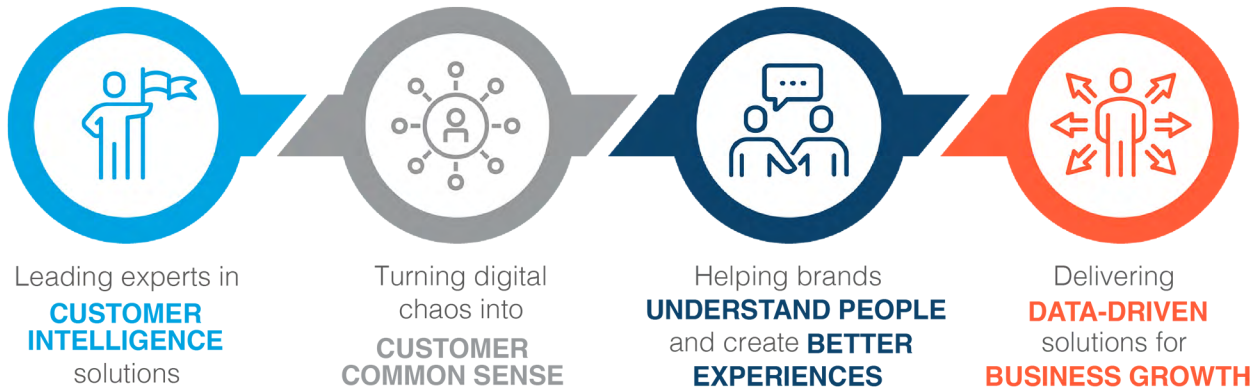
Rather than simply "helping brands find people," we believe in "helping people find their brands". Acxiom's vision is delivering marketing that is both relevant and respectful of peoples' privacy, empowering customers to engage with brands on their own terms. We are committed to creating exceptional experiences that inspire trust and drive growth, enabling customers to find the brands they love while delivering tangible results for the brands we partner with.

In the UK, our InfoBase consumer insight has undergone a privacy enhanced redesign to reflect our position on ethics. It has been transformed into a fully anonymised source of insight on different segments and cohorts of individuals while ensuring the utmost protection of personal identities.

INFOBASE – ACTIONABLE CONSUMER INTELLIGENCE

At Acxiom, we have long recognised the value of data in driving successful marketing campaigns.

As consumers spend more time than ever across a range of devices, brands need to deliver integrated, omnichannel engagements and InfoBase gives brands the customer and prospect information needed to make smarter marketing decisions quickly.



At the heart of an effective marketing strategy, reliable customer insight is required to provide brands with a deep understanding of what people want so they can meet that need.

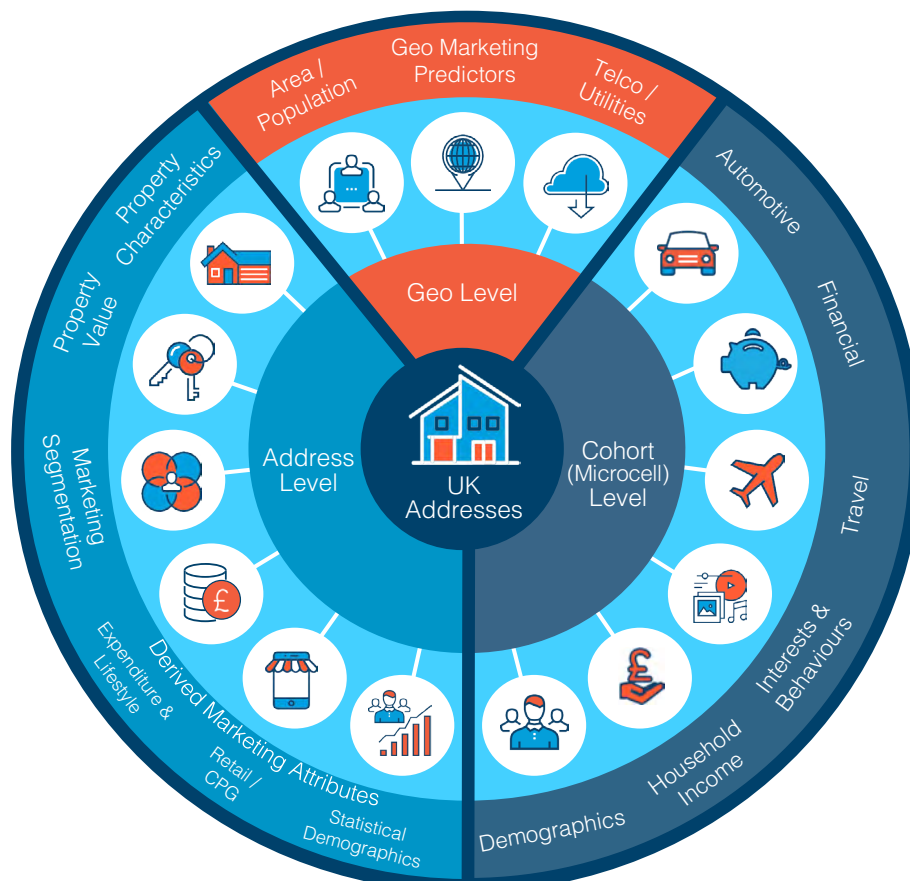
First-party customer data is invaluable; however, it often lacks the coverage and depth of third-party data solutions designed to provide insights across all customer and prospect records, complementing first-party data. By leveraging third-party insights, brands can unlock the full potential of their customer data, driving real business growth and long-term success.



OPTIMISE EVERY ENGAGEMENT WITH INFOBASE

The same great data that has enabled brands to effectively engage customers for decades, continues to evolve with the times. With market-leading privacy features, InfoBase provides the breadth of data needed for analytics, as well as the scale and reach to turn insights into actionable marketing that drives a higher level of consumer engagement.

- **ETHICAL** Designed on a set of broad and rich data sources that are ethically processed using sophisticated build logic to create anonymised insights about typical occupants of the property or across cohorts of similar properties nearby, while protecting the identity of people.
- **PREDICTIVE** Acxiom's unique source of historic data, now anonymised through aggregation to cohorts of similar addresses, means insights are underpinned by more known data points than other heavily modelled products. Insights accurately reflect the profile of households or small cohorts of individuals, therefore offering more granularity and greater differentiation in the results.
- **RELEVANT** Extensive range of relevant demographic, property, financial and behavioural insights mean clients have access to descriptors, predictors and data to define audience segments through a single source.
- **COVERAGE** Full coverage insights across all UK addresses have the scale required to be deployable across marketing channels, meaning learnings can be applied to generate marketing action across touchpoints throughout the marketing eco-system.



UNLOCKING CUSTOMER INTELLIGENCE

InfoBase provides the breadth and depth of customer intelligence required to drive effective analytics and the scale that is essential to turn these learnings into actionable marketing strategies that reflect customers wants and needs, and therefore more likely to engage.

THE POWER OF INSIGHTS AND ANALYTICS

Insight designed to enable brands to enrich first-party data with descriptive and predictive insights into their customers and prospects, supporting detailed analysis, modelling and segmentation to truly understand their market. By unlocking this rich customer intelligence, marketers can make informed data-driven decisions, from the products they offer right through to the campaigns they execute.



- Design and execute effective marketing strategies
- Understand key segments to optimise loyalty
- Create personalised messages and content
- Apply customer intelligence to optimise cross-sell opportunities, increase customer loyalty and drive growth
- Enable in-depth analysis, modelling and segmentation
- Engage in more relevant conversations with your customers
- Create experiences that build trust in your brand and generate sales
- Predict customers wants and needs



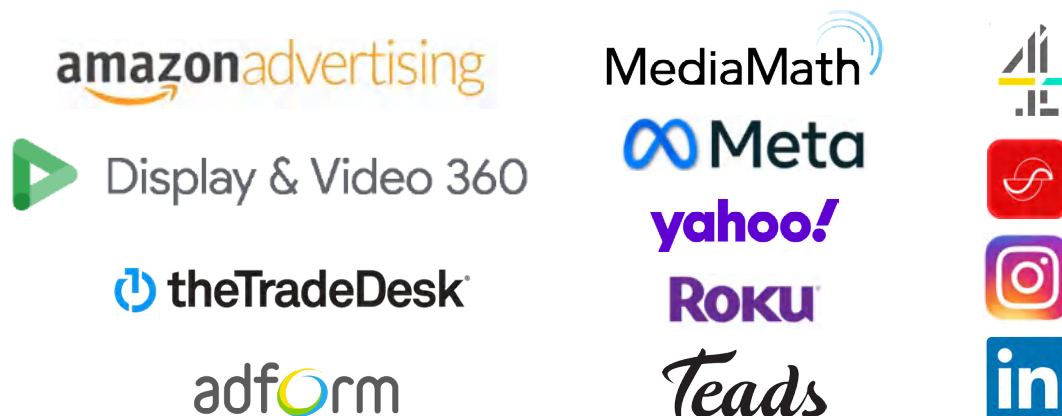
FINDING THE RIGHT AUDIENCES



- Identify prospective customers
- Create and distribute tailor-made offers
- Deliver consistent omnichannel experiences
- High value audiences built from your own target customer segment or custom prospect audiences via our panel partners – TGI and YouGov
- Activated across all major platforms – direct to publisher or via aggregators
- Maximise reach through digital bridge partners and audience extension across social and open web platforms
- Target high-value customer audiences



Insights go beyond just learnings. With full UK coverage, InfoBase offers the ability to define highly targeted audiences by hundreds of relevant marketing predictors. Whether through targeted digital display ads, addressable TV, or social media, InfoBase offers reach across touchpoints and optimise ROMI.



PURCHASE TRANSACTIONS – UNIQUE INSIGHT FOR BRANDS TO ACCURATELY UNDERSTAND ACTUAL CONSUMER SPEND BEHAVIOUR ACROSS BRANDS

Acxiom's partnership with Affinity Solutions unlocks the potential of using consumer transaction data at scale.

Combined with InfoBase, transactional data is effectively anonymised to create a comprehensive suite of insights into actual purchasing behaviour across brands, categories and channels by date and value.

Detailed knowledge of purchase patterns has never been available before at such a granular level, offering new potential to gain competitive advantage and improve marketing effectiveness, while providing better experiences for customers that will lead to stronger relationships.



GAINING INSIGHT INTO CONSUMER'S BRAND CHOICES AND PURCHASING PATTERNS

- Recognise the customers you do not know
- Know your competitors' customers
- Recognise customers of affiliated brands
- Understand the frequency, recency and value of purchases
- Understand online and in-person buyer behaviours
- Understand preferences for budget or luxury brands



MAKE YOUR MARKETING WORK MUCH SMARTER THROUGH TRULY RELEVANT MARKETING STRATEGIES

- Personalise offers based on purchase history
- Conquest your competitors' customers
- Acquire high spenders and frequent shoppers in your category
- Engage more effectively with less active customers
- Engage and win back lapsed customers
- Recognise and engage with the customers you love to retain




INSIGHTS THAT ENABLE YOU TO UNDERSTAND AND IDENTIFY AUDIENCES BY ACTUAL CATEGORY AND BRAND SPEND

Readily available as a suite of **Pre-Built** Audiences for enrichment or activation.




TRAVELLERS

- Frequent Flyers
- Low-cost Airline Flyers
- Airline High Spenders
- Fly with:
 - British Airways
 - Emirates
 - easyJet
 - Ryanair
- Package Holiday Takers
- Cruise Takers
- Holiday Park and Camp Site Fans
- Budget Hotel Stayers
- Accommodation Frequent Bookers
- Accommodation High Spenders



FOOD AND DRINK

- Fast Food Frequenters
- Regularly Buy at:
 - Domino's
 - Greggs
 - McDonald's
 - Kentucky Fried Chicken
- Takeaway Delivery Enthusiasts
- Regularly Use:
 - Deliveroo
 - Just Eat
 - Uber Eats
- Coffee Shop Lovers
- Restaurant Frequent Diners
- Restaurant High Spenders



FASHION RETAIL

- Luxury/Boutique Brand Buyers
- Premium High Street Brand Buyers
- Fast Fashion Buyers
- Resale Site Users
- Sportswear Super Fans
- Childrens' Clothing Regular Buyers
- Fashion Accessory Lovers
- Jewellery Lovers
- Prefer to Buy Online
- Regularly Shop in the High Street



TECHNOLOGY AND APPLIANCES

- Tech Hungry Households
- Spending on Appliances
- Regular Electricals Store Shoppers
- Shop at:
 - ao.com
 - Currys PC World
 - Apple Store
- Gaming Subscribers
- EV Charging Point Users



HEAVY STREAMERS

- High Spend on Streaming
- TV Streamers
- Multiple TV Service Subscribers
- Subscribe to:
 - Disney+
 - Netflix
 - NOW
 - Prime Video
- Music Streamers




SPECIALIST GROCERY

- Use Organic Food Stores
- Subscribe to Meal Kit Delivery
- Subscribe to Wine Clubs
- Subscribe to Craft Beer Clubs




DAYS OUT AND EVENTS

- Family Fun Days Out
- Regular Event Goers




HEALTH AND BEAUTY

- Heavy High Street Pharmacy Users
- Cosmetics and Beauty Buyers



HOUSEHOLD RETAIL

- Active DIY Spenders
- Discount and Budget Store Lovers
- Regularly Shop for Home Furnishings



EYEWEAR

- Opticians High Spenders
- Online Eyewear Store Users
- Purchase From:
 - Opticians
 - Vision Direct
 - Specsavers
 - Vision Express



BUY ON TIKTOK

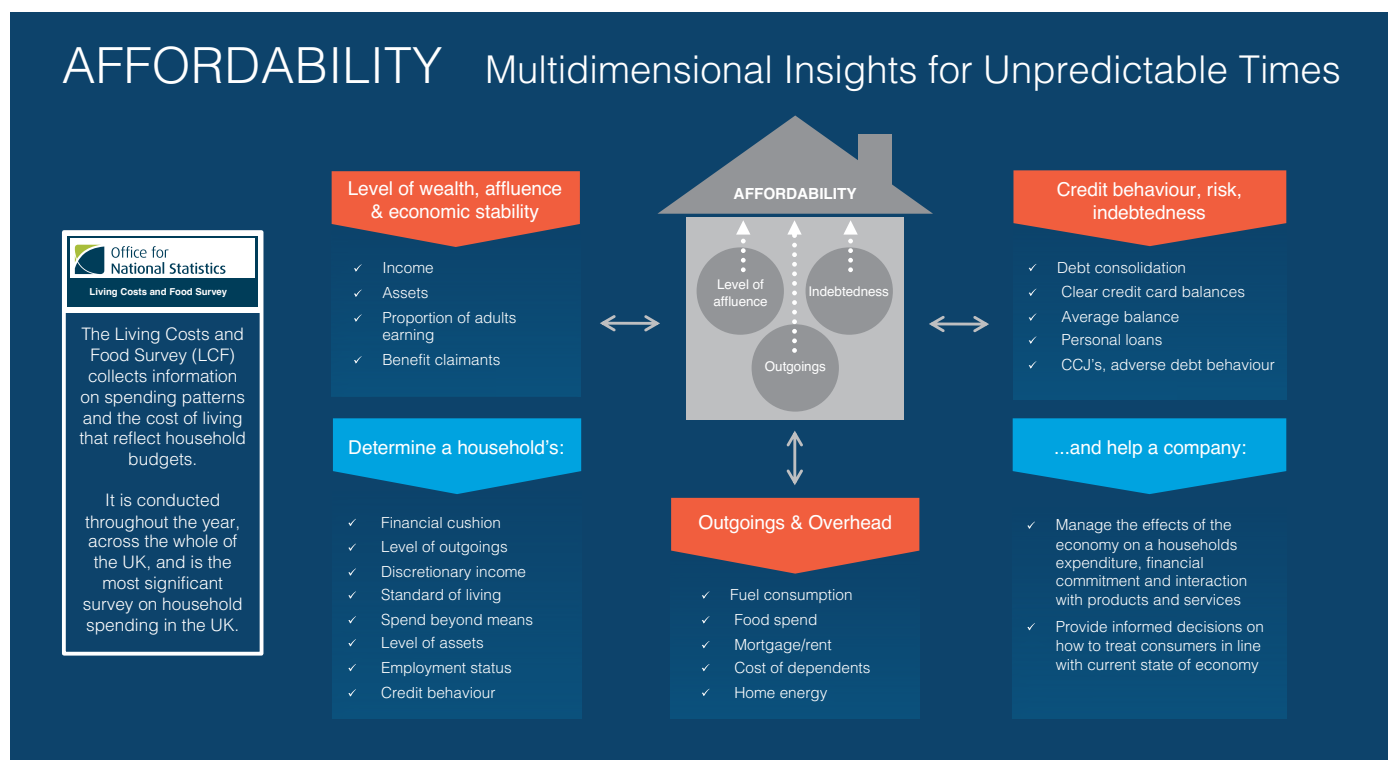
Also offering the flexibility to create **Custom Audiences** tailored to specific client requirements by analysing transactional behaviour. This includes details about merchants and brands, as well as the recency, frequency, and value of spending.

COMPETITOR BRANDS	OWN BRAND BUYERS	SWITCHERS	LAPSED CUSTOMERS	SPEND CHANGE PATTERNS
Identify competitor brands and target known market buyers	Insight beyond known buyers including those unknown. And brand loyal vs. agnostic	Particularly useful for subscription and repeat purchases items/goods	Recency / frequency analysis to identify purchase intervals and when attrition can be validated	Patterns in the data that can help identify a change in overall buying behaviours

AFFORDABILITY – MULTI-DIMENSIONAL INSIGHT INTO WHAT CONSUMERS CAN AFFORD TO SPEND

Acxiom's Affordability solution provides the relevant insight into domestic expenditure that organisations need to fully understand 'why' customers act the way they do and 'how' they may behave in the future. One dimensional views like the demographic 'who' or the behavioural 'what' are not enough on their own to understand customers value to your business.

Comprising of more than 100 unique variables, the Affordability data suite provides marketers with the right tools to make informed decisions.

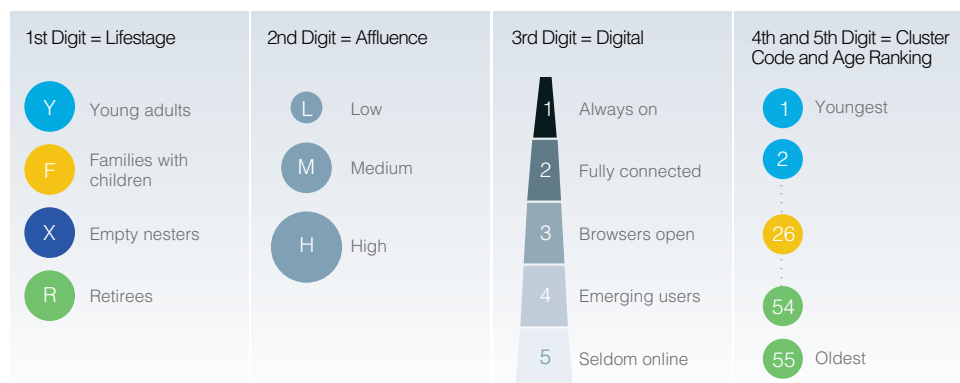


This array of indicators combines to create measures and comprehensive rankings and the Affordability segmentation provides an overarching economic view of each household. The result is that marketers can better prioritise existing customer groups based on their degree of financial commitment, effectively identifying those who live beyond their means or can afford products and services regardless of economic conditions and changing costs.

Whether you wish to have a greater insight into the economic status of your customers, increase customer value through targeted cross sell programmes, focus retention on customers who are the most profitable, or reduce the risk of improving audience targeting, Affordability can help as part of the InfoBase suite of data solutions.

PERSONICX – AUDIENCE DEFINITION MADE EASY

Personicx is an effective market segmentation and visualisation tool offered by Acxiom that empowers businesses to gain a competitive edge. It allows you to organise target audiences based on their demographics, lifestyles, and purchasing behaviours.

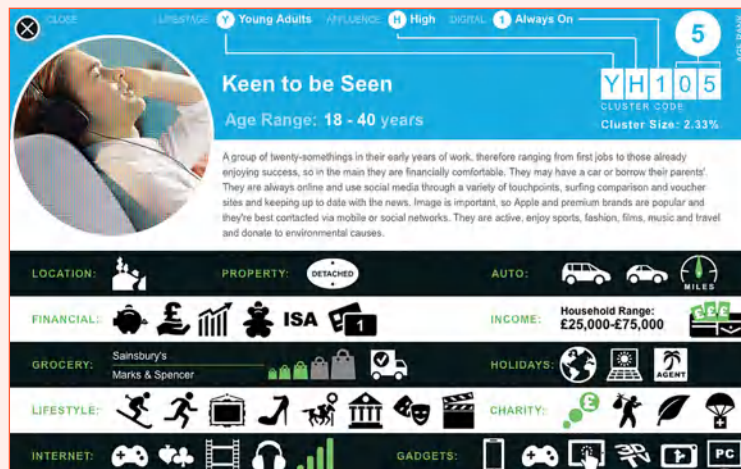


Driven by detailed consumer research and accurate insight data available from InfoBase, our Personicx solution is available at Household and Postcode level. So, whether you're analysing the UK marketplace, geographically understanding the opportunity or activating audiences across channels, the same solution can support your requirements.

Driven by behaviour, the 55 clusters representing unique segments are defined by four meaningful dimensions in its code structure – Lifestage, Affluence, Digital and Age.



The Personicx Eye is an interactive tool which logically plots the clusters to demonstrate how they relate to other segments across these dimensions. Visit www.personicx.co.uk to view the marketplace through Personicx and explore the detail that defines each segment.



Personicx offers comprehensive visual profiles that enable a 360-degree view of the segments, enhancing understanding of their behavioural drivers. Additionally, the Personicx planning tool comprises over 500 interactive profiles that provide access to the vast array of characteristics utilised to construct our solution. This intuitive market insight tool facilitates analysis of demographics and purchasing behaviour, customer acquisition planning, market analysis, and development of targeted, personalised, and potent cross-sell/up-sell and retention campaigns.

GEO LEVEL SOLUTIONS (LOCATION DATA)



The extensive coverage of Acxiom's InfoBase insight is also available summarised geographically for the purpose of location-based marketing, planning and spatial analytics.

Neighbourhood InfoBase comprises of InfoBase attributes aggregated to higher levels of postal geography in the form of proportions and indices suitable for different types of geospatial analysis. It includes more than 240 variables – demographics, financial, property and lifestyle, each of which can be provided at two standard levels of geography – postcode and postal sector. This solution can be used with analytical and geospatial software or within predictive models, to enable research and market analysis, predict the supply and demand potential for goods and services spatially and optimise marketing effectiveness.

Personicx – Acxiom's market segmentation is also available at postcode and postal sector level, showing the distribution of segments geographically and also as a dominant segment for scoring postcode level records. This combination of Personicx deliverables can support businesses that need to integrate their mass, digital and local marketing communications.



All attributes are available to use at the address level, but in order to achieve anonymisation, data is developed at address, cohort or postcode level.

Insights may be provided in various forms based on the level of the data or to suit specific use cases such as categorical variables, segmentations, averages, propensities and rankings.

The key below indicates the level at which insights are developed and a full Data Dictionary can be provided to explore the different attributes types in detail.

- **Geo Level** – Insights that have been developed at the postcode level through Open Data published at a geographic level or aggregation of data to the postcode. Includes attributes such as population density, allocation of Region/TV Region based on the location of the postcode, distance of postcode from nearest school.
- **Address Level** – Insights based on data that is classified as anonymous at this level, such as:
 - Property characteristics, including property type, number of bedrooms, property footprint, height and value.
 - Derived marketing attributes that classify likely behaviour at the property and do not related directly to or enable the singling out of a specific individual (such as behaviour rankings and segmentations)
- **Cohort (Microcell) Level** – Personal Insights created through aggregation to preserve the anonymity of individual consumers, while retaining as much granularity and predictiveness as possible.
 - Cohort level data is held on InfoBase at the address level with all addresses within a microcell returning the same result.
 - Insights aggregated to the microcell can be held in various forms to support different use cases, such as dominant or average characteristics, categorical variables, propensities, rankings and segmentations.



GEOGRAPHY

- TV Region
- Region Code
- Country Code



PROPERTY INSIGHTS

- Residential Property Classification
- Property Type
- Property Form
- Number of Bedrooms
- Number of Floors in Property (Dwelling)
- Number of Floors in Building
- Age of Property
- New Build Flag
- Property Last Sale Price
- Property Last Sale Date
- Property Current Market Value estimate
- Listed Building and Grade
- Building Height (absolute, to ridge, to eaves)
- Property Footprint
- Property Volume
- Roof Slope
- Flat Roof indicators
- Ground Gradient Around Property
- Altitude of Property



NEIGHBOURHOOD INSIGHTS

- Population Density
- Persons per sq km
- Households per sq km
- Distance to Schools and Education Institute (m)



UTILITIES

- Gas availability



HOME AND HOUSEHOLD

- Active Company is Registered at Address
- Household Size (number of adults)
- Total Household Size (adults + children)
- Household Composition
- Number of Adults at Home During Weekdays
- Home Ownership Status
- Home Owner Maturity
- Length of Residence
- Home Owner Maturity
- Length of Residence



DEMOGRAPHICS

- Marital Status (based on individuals)
- Marital Status (based on head of household)
- Age (based on individuals)
- Age (based on head of household)
- Mean Year of Birth Across Primary Couple
- Summary Lifestage (based on individuals)
- Household Age Driven Lifestage
- Household Summary Lifestage
- Household Family Status Lifestage
- Presence of Young Adults Living at Home
- Number of Young Adults at Home
- Households with Dependent Children
- Number of Children by Age
- Presence of Children by Age
- Age of Eldest and Youngest Child



EMPLOYMENT / INCOME / AFFLUENCE

- Employed
- Directors
- Self Employed
- Homemakers
- Retirees
- Students
- Unemployed
- Professionals, Managers, Educational or Medical
- Office, Clerical or Shopworkers
- Craftsman, Tradesman, Manual or Factory Workers
- Income Earning
- Dual Income No Kids Yet
- Employment Status of Head of Household
- Occupation (head of household / partner)
- Number of Income Earners
- Adults Not in Employment
- Household Socio Economic Classification
- Household Income
- Equivalised Income
- Equivalised Income Indexed to UK
- Net Income Decile
- Net Income Decile Indexed to UK
- Discretionary Income Decile
- Discretionary Income Decile indexed to UK
- Affluence Rank
- Lifestage Affluence Segmentation



DEBT AND CREDIT

- Property Likely to be Mortgaged
- Likelihood to Have a Personal Loan
- Propensity to be Interested in a Secured Loan
- Credit Card Holders
- Number of Credit Cards
- Visa/Mastercard
- Amex/Diners
- Store/Shop Card
- Debit Card
- Difficulty with Loan and Credit Repayments
- Credit Card Repayment Behaviour
- Credit Card Balance
- Propensity to Have Difficulty Repaying Credit/Loans
- Propensity to Have Interest in Reducing Monthly Debt/Mortgage Payments



FINANCE AND INSURANCE

- Likely to Have a Private Pension
- Likelihood to Have a Regular Savings Plan
- Likelihood to Have a Child Savings Plan
- Likely to Have an ISA
- Likely to Have High Interest Investments
- Likely to Own Stocks and Shares
- Investment Rank
- Likelihood to Have Life Cover
- Likelihood to Have Private Medical Insurance
- Likelihood to Have Accident Insurance
- Likelihood to Have a Funeral Plan
- Insurance Rank
- Motor Insurance Years No Claims
- Likely to Have Changed Home Insurance Company Last 3 Years



CHARITY INTERESTS

- Charity Rank
- Interest in Charities and Voluntary Work
- Donate to Environmental/Animal/Wildlife Causes
- Donate to Global Causes
- Donate to Local Causes
- Contribute to Charity in the Street or at the Door
- Likelihood to Contribute to Charity by Post



NEWSPAPER READERSHIP

- Quality Newspaper Readers
- Mid-Market Newspaper Readers
- Popular Newspaper Readers



LIFESTYLE INTERESTS

- Current Affairs
- Crosswords/Puzzles
- Cycling
- Do It Yourself
- Eating Out
- Fashion Clothing
- Fine Art and Antiques
- Football
- Gardening
- Grandchildren
- Golf
- Fine Food/Cooking
- Gym and Exercise Classes
- Health Foods
- Jogging/Physical Exercise
- National Trust
- Household Pets
- Likely to Have Dogs
- Likely to Have Cats
- Prize Draws/Competitions
- Going to the Pub
- Book Reading
- listening to Music
- Theatre/Cultural Events
- Hiking/Walking
- Wildlife/Countryside
- Vitamins/Food Supplements
- Non Smoking
- Cultural Pursuits
- Entertainment Interests
- Animal/Nature Awareness
- Outdoor Pursuits



HOLIDAY AND TRAVEL

- UK Holidays
- European Holidays
- Likelihood to Take USA Holidays
- Likelihood to Take Rest of the World Holidays
- Interest in World Travel
- Interest in Skiing or Snow Boarding



ENVIRONMENT

- Green Status Percentile



AUTOMOTIVE

- Have Cars
- Have Bought a Car Under 3 Years Old
- Car Type SMMT Code
- Bought Car New/Used
- Car Fuel Type
- Car Annual Mileage
- Number of Cars in Household



TECHNOLOGY

- Likely to Have Internet Access
- Technology Rank
- Consumer Electronics Behaviour Segmentation
- Telcos Behaviour Segmentation
- Likely to Have a PC
- Likely to Have an Interest in Personal Computing
- Likely to Have Digital Cameras
- Likely to Have Music Streaming Devices
- Likely to Have Games Consoles
- Likely to Have HD TVs
- Likely to Have Pay to View TV
- Likely to Have Mobile Phones
- Likely Mobile Contract Payment Type



GROCERY SHOPPING

- Supermarket Spend per week



MAIL ORDER

- Interest in Catalogue and Mail Order Shopping
- Mail Order Frequency



CHANNEL BEHAVIOUR

- Online Behaviour Segmentation
- Propensity to Buy Groceries Online
- Propensity to Buy Insurance Online
- Propensity to Buy Insurance In Store
- Propensity to Buy Insurance Over the Phone
- Propensity to use Internet for Email
- Propensity to use Internet for Google
- Propensity to use Internet for eBay
- Propensity to use Internet for News and Weather
- Propensity to use Internet for Price Comparison
- Propensity to use Internet for Social Network
- Propensity to use Internet for Messaging
- Propensity to use Internet for Gaming
- Propensity to use Internet for Paying Bills
- Propensity to Research Technical Products Online
- Propensity to Research Technical Products in Store
- Propensity to Research Technical Products via Catalogue
- Propensity to Buy Technical Products Online
- Propensity to Buy Technical Products in Store
- Propensity to Buy Technical Products via Catalogue
- Propensity to Use Mobile for Internet
- Propensity to Have Freeview TV
- Propensity to Have Satellite TV
- Propensity to Have Cable TV
- Propensity to Read News Online
- Propensity to Book Holiday via Internet
- Propensity to Book Holiday via Agent
- Channel Preference Segmentation
- Online Purchase Frequency

PURCHASE TRANSACTIONS



STREAMING SERVICES

- Streaming Subscription High Spenders
- TV Streaming Subscribers
- Multi-TV Streaming Service Subscribers
- Music Streaming Subscribers
- Prime Video Subscribers
- Netflix Subscribers
- Now TV Subscribers
- Disney+ Subscribers



TRAVEL – AIRLINES

- Low-cost Airline Flyers
- Airline High Spenders
- Frequent Flyers
- British Airways Flyers
- EasyJet Flyers
- Ryanair Flyers
- Emirates Flyers



TRAVEL – HOLIDAYS & ACCOMMODATION

- Mainstream Package Holiday Takers
- Luxury Package and Tailored Tour Bookers
- Cruise Takers
- Holiday Park Stayers
- Camping and Caravanning Bookers
- Budget Hotel Bookers
- Travel Accommodation High Spenders
- Travel Accommodation Frequent Bookers



FOOD AND DRINK – FAST FOOD/HOME DELIVERY

- Fast Food Frequent Spenders
- McDonalds Regular Customers
- Greggs Regular Customers
- KFC Regular Customers
- Dominos Pizza Regular Customers
- Takeaway Delivery Regular Users
- Just Eat Regular Users
- Uber Eats Regular Users
- Deliveroo Regular Users



FOOD AND DRINK – EATING OUT

- Coffee Shop Frequent Spenders
- Restaurant High Spenders
- Restaurant Frequent Diners



LEISURE & RECREATION – DAYS OUT & EVENTS

- Family Fun Days Out
- Regular Event Goers



RETAIL – SPECIALIST GROCERY

- Organic Grocery Buyers
- Meal Kit Subscribers



RETAIL – DRINKS DISTRIBUTORS

- Wine Club Members
- Craft Beer Club Members



RETAIL – EYEWEAR

- Optician High Spenders
- Online Eyewear Store Users
- Specsavers Customers
- Boots Optician Customers
- Vision Express Customers
- Vision Direct Customers



RETAIL – HIGH STREET FASHION

- Fast Fashion Buyers
- Premium High Street Clothing Buyers
- Luxury/Boutique Brand Buyers
- Buy on Clothing Reseller Sites (Vinted/Depop)
- Predominantly Buy Online
- Regularly in the High Street



RETAIL – SPORTSWEAR

- Sportswear High Spenders



RETAIL – CHILDRENSWEAR

- Children's Clothing Regular Shoppers



RETAIL – ACCESSORIES AND JEWELLERY

- Bags and Accessories High Spenders
- Jewellery High Spenders



RETAIL – HEALTH AND BEAUTY

- Regularly Shop at High Street Pharmacies
- Cosmetics and Beauty Product High Spenders



RETAIL – HOUSEHOLD

- Budget/Discount Store Regular Shoppers
- DIY Active Spenders
- Home Furnishing Retail Regular Shoppers



RETAIL – TECHNOLOGY AND ELECTRICALS

- Tech Hungry Households
- Appliance Store Shoppers
- Electrical Goods Regular Shoppers
- Gaming Regular Shoppers
- Currys PC World Shoppers
- AO.com Shoppers
- Apple Store Shoppers



AUTOMOTIVE – ELECTRIC VEHICLE CHARGING

- EV Charging Point Users



ECOMMERCE – SHOPPING CHANNEL

- Shop on TikTok

INFOBASE AFFORDABILITY



Delivering effective consumer marketing in a changing economy. InfoBase Affordability enables you to make informed decisions based on your customers spending potential and how exposed they are to shifting economic conditions. Affordability is a range of insights including a household level segmentation and many predictive models for specific economic dimensions. The segmentation used in conjunction with other key Affordability measures will assist in strategic planning, particularly developing acquisition and retention strategy.



AFFORDABILITY MEASURES

- Affordability Segment
- Economic Stability Rank
- Affordability Rank



EXPENDITURE MEASURES

- Proportion of Income Spent
- Proportion of Income Fixed
- Proportion of Income Committed
- Proportion of Income Discretionary
- Index of Committed Spend
- Index of Food/Drink Spend
- Index of Total Spend
- Indulgence Rank
- Asset Rank
- Household's Standard of Living
- Pensioner Status



OUTGOINGS – SUMMARY LEVEL

- Total Household Outgoings – Ranked
- Total Household Outgoings – Index to UK
- Fixed Household Outgoings – Ranked
- Fixed Household Outgoings – Index to UK
- Committed Household Outgoings – Ranked
- Committed Household Outgoings – Index to UK

OUTGOINGS – SPEND CATEGORY LEVEL



Affordability outgoings classify households based on their likely spend across different categories of expenditure. These outgoings insights are available as percentiles, deciles, spend level ranks and index of spend compared to UK average.



HOUSING AND HOME INSURANCE

- Spend on all Housing Outgoings
- Spend on Accommodation
- Spend on Mortgage
- Spend on Rent
- Spend on Home Energy
- Spend on Housing Rates and Taxes
- Spend on Housing Maintenance
- Spend on Home Insurance
- Spend on Buildings Insurance
- Spend on Contents Insurance



HOUSEHOLD GOODS

- Spend on all Household Goods
- Spend on Furniture, Furnishings and Floor Coverings
- Spend on Household Appliances
- Spend on Non-Consumable Household Goods
- Spend on Tools and Equipment



FINANCE AND PERSONAL INSURANCE

- Spend on Pensions, Savings and Investments
- Spend on Pensions
- Spend on Savings and Investments
- Spend on all Personal Insurance
- Spend on Life Insurance
- Spend on Medical Insurance
- Spend on Other Personal Insurance



MOTORING

- Spend on all Motoring Outgoings
- Spend on Motor Fuel
- Spend on Vehicle Purchase
- Spend on Motor Insurance
- Spend on Motoring Maintenance Costs



RECREATION AND LEISURE

- Spend on all Recreation and Leisure
- Spend on Eating and Drinking Out
- Spend on Sports / Leisure Admissions and Classes
- Spend on Entertainment and Recreation
- Spend on Gardening
- Spend on Pets
- Spend on all Holiday and Travel
- Spend on Holidays Abroad
- Spend on Holidays in the UK



TECHNOLOGY

- Spend on all Technology
- Spend on Consumer Electronics
- Spend on Software and Games
- Spend on Technology Subscriptions



EDUCATION

- Spend on all Education
- Spend on all Child Education
- Spend on Nursery and Primary School Education
- Spend on Secondary School Education
- Spend on Adult Education (college/university)



CONSUMER PACKAGED GOODS

- Spend on all Consumer Packaged Goods
- Spend on Food
- Spend on Alcohol at Home
- Spend on Consumable Household Goods
- Spend on Consumable Personal Goods
- Spend on Pet Food



CLOTHING, FOOTWEAR AND PERSONAL EFFECTS

- Spend on all Clothing, Footwear and Personal Effects
- Spend on Women's Clothing Footwear and Personal Effects
- Spend on Men's Clothing Footwear and Personal Effects
- Spend on Children's Clothing Footwear and Personal Effects
- Spend on General Personal Effects



OTHER GENERAL LIVING COSTS AND SERVICES

- Spend on Hair and Beauty
- Spend on Child Care
- Spend on Communication Services
- Spend on Transport
- Spend on Charitable Donations

PERSONICX SEGMENTATION

Personicx utilises a wealth of demographic, geographical, lifestyle and behavioural information to segment the UK marketplace 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 includes a vital digital dimension allowing users to plan marketing engagements effectively across channels. Personicx delivers a single solution that can be deployed at address or postcode level, subject to intended application.



PERSONICX SEGMENTATION

- **Personicx Address** – 55 cluster household level behavioural segmentation
- **PersonicxPulse Address** – 12 cluster household level segmentation linked to periodic topical research studies
- **Personicx Postcode** – 55 cluster postcode level behavioural segmentation
- **PersonicxPulse Postcode** – 12 cluster postcode level segmentation linked to periodic topical research studies



TO LEARN MORE

about how Acxiom can work with you, visit acxiom.co.uk
or email us at ukenquiries@acxiom.com.

acxiom.co.uk • ukenquiries@acxiom.com

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