ACXIOM PERSONICX® HISPANIC

HELPING TO DEFINE AND DELIVER CULTURALLY RELEVANT COMMUNICATIONS TO YOUR BEST AUDIENCE

"The sheer diversity within the Hispanic market necessitates contradictory and mutually exclusive marketing and merchandising strategies, a realization that opens a Pandora's Box of possibilities and pitfalls. The emergence of the Hispanic market means that corporate America—like American society at large—has to learn to think outside the box."

— Louis E. V. Nevaer. The Rise of the Hispanic Market in the United States: Challenges, Dilemmas, and Opportunities for Corporate Management

CHALLENGES ADDRESSED

The Hispanic market is no longer a niche market. Estimated to be 21.0% of the US population by 2050[1], with buying power estimated to be $1.7 trillion in 2020[2], this is definitely not a "one message fits all" market.

While broad-based consumer segmentation can help with identifying target markets and versioning, it doesn't get to the nuances that drive consumer motivators associated with ethnic purchase behaviors. And when analyzing such a large market, the diversity within a sub-segment can be lost. To fully realize the potential in the Hispanic market, and to maximize the effectiveness of Hispanic marketing campaigns, marketers need segments that are statistically derived, meaningful, stable and easy-to-deploy across all marketing channels.

WHAT IS PERSONICX HISPANIC?

Personicx Hispanic is an individual-level consumer segmentation system that places each Hispanic consumer in the United States into one of 55 segments based on its unique combination of Ethnic Technologies' assimilation—key to the Hispanic market— and 15 demographic and socio-economic characteristics.

Personicx Hispanic offers the most advanced and powerful classification of Hispanic consumers in the market, allowing marketers to improve differentiation and generate better results when marketing to Hispanics. Targeting. Versioning. Analysis. Customer Experience. All can be improved through leveraging the Personicx Hispanic segmentation system.

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HOW PERSONICX HISPANIC WORKS

Personicx Hispanic is built to group consumers by their similarities and differences in behavior in the marketplace. The application of Personicx Hispanic cluster codes to records starts by first identifying whether or not the record represents a consumer who is Hispanic. If it is, the record is then assigned to one of 55 clusters, based on factors such as age, income, net worth, marital status, presence and age of children, generations in the household and Hispanic assimilation, the degree to which a consumer has adopted English and the culture of the United States. With each level of assimilation, the individual's spending habits, socioeconomic status, communications preference and other lifestyle characteristics differ.

Personicx Hispanic provides information that can be critical to improving marketing campaigns targeted to a growing segment of the population—one that is responsive to more tailored communications. It is available for file enhancement, list selects, reporting and analysis. Like other Personicx segmentations, Personicx Hispanic is available for use across all channels, including email, direct mail, mobile, online display and addressable TV.

HOW PERSONICX HISPANIC HELPS

Applying Personicx Hispanic to customer data enables quick and accurate analysis that addresses many key marketing challenges:
- Recognizing and understanding the different Hispanic segments within a customer base
- Addressing the differences within the Hispanic market for improved messaging and increased ROI
- Finding new Hispanic customers with characteristics similar to a company's most profitable Hispanic customers
- Recognizing and acting on segments that may be underperforming but are projected to have high lifetime value
- Identifying markets with high concentrations of Hispanic consumers who are similar to a company's most profitable customers
- Growing the value of existing customer relationships by identifying up-sell and cross-sell opportunities

WHY PERSONICX HISPANIC?

Personicx Hispanic provides the most granular segmentation available to identify differences among U.S. Hispanic households in how they spend time and money on products and services. It turns raw data about customers into accurate, actionable information faster than ever before—which helps companies target marketing dollars more efficiently and effectively.

[1]U.S. Census Bureau, 2018 Population Estimates
[2]Nielsen Research

DESCRIPTION
Demographic and behavioral consumer segmentation for the Hispanic market

ATTRIBUTES
- 55 distinct clusters with nine roll-up groups
- Individual-level cluster assignments
- 16 drivers, including assimilation
- Increased coverage via household and ZIP + 4® defaulting

APPLICATIONS
- Customer analysis
- Market analysis
- Assimilation insights
- Audience definition for acquisition and retention

MARKETING
- Versioning and messaging

RELATED TOOLS AND EXTENSIONS
- Personicx Online Guide
- Personicx Prime
- Personicx Lifestage
- Personicx Digital
- Personicx Financial
- Personicx Lifestage Insurance Groups
- Personicx Analysis Tool
- Personicx Geo
- Personicx-Encoded Consumer Research

GEOGRAPHIC AVAILABILITY
Personicx Hispanic is unique to the U.S. market. Other Personicx segments are available for audiences in the U.K. and Germany. Supplemental consumer segmentation options are available for other regions throughout the world. Check out Acxiom's Global Data Navigator tool or contact Acxiom for more details.

To learn more about how Acxiom can work for you, visit acxiom.com or call us at 888.3acxiom.

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