



ACXIOM PERSONICX[®] LIFESTAGE

ENGAGE YOUR BEST AUDIENCE WITH
HOUSEHOLD SEGMENTS



“We chose Personix for three reasons. It’s based on actual household level data. It’s continually updated, so we get the ‘freshest’ segmentation information; and most importantly, it is life-stage driven. Bottom line, Personix gives us the greatest differentiation.”

— Financial Services Client

CHALLENGES ADDRESSED

Basic demographic segments are a quick way to scale a campaign. But savvy marketers want more. They want reach and return. They want to show the right message to the right household at the right time. Across all channels.

Doing so requires a more sophisticated approach to segmentation. The approach should combine a number of demographic and behavioral elements. It should help marketers better understand each household and its individual needs.

That said, marketers are budget and time-constrained. They need segments which are meaningful, but also cost-effective, pre-packaged and easy-to-deploy in an omnichannel environment for both customers and prospects.

WHAT IS PERSONICX[®] LIFESTAGE?

Personix Lifestage is a household-level segmentation system. Using demographic and behavioral data, it assigns every U.S. household to one of 70 clusters within 21 life stage groups.

Personix Lifestage is powered by Acxiom InfoBase[®], the industry gold standard in demographic, lifestyle, attitudinal and behavioral data. As such, all segments are updated monthly to maintain accuracy.

Detailed profiles, including household counts and geographic distribution, are available for all life stage clusters and groups to Personix users through the Personix Online Guide.

HOW PERSONICX LIFESTAGE WORKS

Personicx Lifestage is statistically modeled to reflect a simple, proven concept. Households in the same life stage buy similar products and services. Households in different life stages buy different products and services.

In terms of deployment, the Personicx Lifestage segments can be appended to existing prospect and customer files via a variety of match keys, such as name/address, email address, device ID or mobile ID. Or they can be used as standalone prospect selects. Marketers can then choose to message these household audiences via one or more channels. Omnichannel options include the likes of email, direct mail, online display, mobile or addressable TV.

HOW PERSONICX LIFESTAGE HELPS

- Enhances existing customer, prospect data
- Identifies retention risks, upsell potential
- Finds new prospects, customer lookalikes
- Suggests new markets, growth opportunities
- Improves relevance of your messaging
- Provides cross-channel contact options
- Reduces inefficient marketing spend, increases ROI

WHY PERSONICX LIFESTAGE?

It is the most complete household segmentation offering on the market for anticipating consumer needs:

- Sophisticated, statistically robust modeling
- 100% coverage of U.S. households
- Accurate, up-to-date audience data
- Pre-packaged, easy-to-deploy product

When paired with other Acxiom data products and tools, results can be even more powerful.

DESCRIPTION

Life-stage based household-level segmentation system

APPLICATIONS

- Customer analysis
- Market analysis
- Retention marketing
- Prospect marketing
- Personalization
- Omnichannel campaign execution

PROVEN RESULTS

- Double-digit lift in response, conversion rates
- Revenue increases of up to 20%
- Match rates of 90%+ with existing lists

GEOGRAPHIC AVAILABILITY

In addition to the U.S., Personicx segments are available for audiences in the U.K. and Germany. Supplemental segmentation options are available for other regions throughout the world. Check out Acxiom's Global Data Navigator tool or contact Acxiom for more details.

RELATED TOOLS AND EXTENSIONS

- Personicx Online Guide
- Personicx Prime
- Personicx Hispanic
- Personicx Financial
- Personicx Lifestage Insurance Groups
- Personicx Geo
- Personicx-Encoded Consumer Research

TO LEARN MORE

about how Acxiom can work for you, contact us at info@acxiom.com.

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