



ACXIOM PERSONICX[®] HISPANIC

DEFINE AND DELIVER CULTURALLY
RELEVANT COMMUNICATIONS



“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 26% of the US population by 2050¹, with buying power estimated to be \$1.9 trillion in 2023², this is definitely not a “one message fits all” market.

While broad-based segmentation can help with identifying key markets and versioning, it doesn’t get to the nuances of ethnic purchasing behaviors. When analyzing such a large market, the diversity within a sub-segment can be lost. To fully realize the potential of the Hispanic market, and to maximize the effectiveness of campaigns, marketers need segments that are statistically derived, meaningful, stable and easy-to-deploy across all channels.

WHAT IS PERSONICX HISPANIC?

Personicx Hispanic is an individual-level segmentation system, grouping individuals 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 in the market, allowing marketers to improve differentiation and generate better results. Versioning. Analysis. Customer Experience. All can be improved through leveraging the Personicx Hispanic segmentation system.

HOW PERSONICX HISPANIC WORKS

Personicx Hispanic groups people together by their marketplace behaviors. First, the cluster codes identifies whether or not the individual 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. 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 focused on a growing 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 prospects with characteristics similar to a company's most profitable customers
- Recognizing and acting on segments that may be underperforming but are projected to have high lifetime value
- Identifying highly concentrated markets who are similar to the company's most profitable customers
- 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 utilize marketing dollars more efficiently and effectively.

¹U.S. Census Bureau, 2018 Population Estimates

²Nielsen Research

DESCRIPTION

Demographic and behavioral 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 Financial
- Personicx Lifestage Insurance Groups
- 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 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, contact us at info@acxiom.com.

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