SEGMENTATION
SOLUTIONS TO REACH
AND ENGAGE YOUR
BEST AUDIENCES

PERSONICX®

ACXIOM

PERSONICX®

GAIN ROBUST MULTI-DIMENSIONAL INSIGHTS, CREATE MEANINGFUL CUSTOMER EXPERIENCES AND QUICKLY DEFINE TOP-PERFORMING AUDIENCES WITH THE PROVEN PERSONICX SEGMENTATION SYSTEMS.

Your customers and prospects live in an ever increasingly connected world where media consumption is simultaneous and incessant. To be effective in creating meaningful connections with your customers and prospects, your marketing has to be narrow-casted, personalized and coordinated across all channels.

Accurate market segmentation—as users of Acxiom's Personicx segmentation systems have discovered—helps companies define and better communicate with their customers and prospects through a better understanding of their needs, desires and buying behaviors. People are complex, dynamic and have high expectations for excellent customer experiences.

Precise segmentation systems like Personicx use scientific techniques that allow brands to more distinctly refine products and marketing programs to match the needs and wants of customers and prospects. Smart companies use the multidimensional insights that segmentation offers to personalize their offerings, go-to-market strategies and the experiences the deliver. They can optimize the creation, distribution, pricing and promotion of products over time based on their actual success rate with each customized segment.

Personicx is a syndicated segmentation and analysis suite with global reach. Market-tested and proven systems are available for broad or specialized use cases, enabling quick and effective omnichannel marketing strategy and tactics.

PERSONICX
POWER PERSONALIZED AND RELEVANT CUSTOMER EXPERIENCES

PERSONICX ENHANCEMENT

Append Personicx Lifestage or Personicx Prime to your customer file for immediate segmentation & insights. Access the Personicx Online Guide for ready-to-go personas and content creation.

PERSONICX AUDIENCES

Select top-performing audiences by Personicx segments—find look-a-likes of your top customers or select from thousands of pre-defined audiences available across a full spectrum of partners and platforms.

PERSONICX GEO

Access market level counts and dominant cluster assignment by the segmentation system of your choice. Available at eight different geographic levels to accurately size your market and generate forecasts.

PERSONICX PULSE

Gain robust insights into likely behaviors, attitudes and interests of your customers through syndicated consumer research like MRI-Simmons and Nielsen Scarborough through the Personicx lens.

PERSONICX ANALYSIS

Quickly identify your top performing segments, deep dive into likely behaviors by audience group, find markets with the greatest potential, and compare/contrast your customer base to your competitors'.

TOP APPLICATIONS OF PERSONICX

Whether applied to your customer base or providing a full-market view, Personicx enables success in a wide range of use cases, including:

ACTIONABLE SEGMENTATION AND AUDIENCE SELECTION

- Gain insights into customer/market demographics, behaviors, attitudes, interests and intentions by cluster, group or custom audience group
- Acquire new customers through known and anonymous channels by prospecting to your top-performing segments or using one of thousands of predefined audiences to market to
- Increase upsell/cross-sell conversions by identifying look-a-like clusters to better focus marketing activities
- Improve customer loyalty and retention through programs tailored by segment needs, wants and expectations
- Coordinate omnichannel campaigns by segment for improved response rates
- Optimize media spend by understanding channel activity and preferences by segment and audience group, adjusting communication strategies accordingly

PERSONALIZED CUSTOMER EXPERIENCES

- Version creative treatment, messaging and offers by segments or audience groups for improved relevance and engagement
- Customize web/mobile interactions through segment-driven business rules
- Design more personalized loyalty programs by segment or audience group for improved activity and retention
- Analyze customer transactions by segment for insights and handling, enable customer-to-service-agent matching for improved rapport
- Define top-performing next-best offers through look-a-like segment analysis

PERSONICX LIFESTAGE

WHAT IS PERSONICX LIFESTAGE?

Personicx Lifestage is a household-level consumer segmentation system, powered by Acxiom's exclusive InfoBase® household data, the recognized gold standard in the industry. The Personicx Lifestage system clusters U.S. households into one of 72 segments within 23 life stage groups based on fundamental characteristics including age, income, marital status, presence of children, homeownership, net worth, consumer prominence and population density.

MATURE
17% of HHs
Groups: 5
Clusters: 14

YOUTH
19% of HHs
Groups: 4
Clusters: 12

Personicx® Lifestage Spectrum

EARNING YEARS
36% of HHs
Groups: 8
Clusters: 28

CAREER BUILDING
28% of HHs
Groups: 6
Clusters: 18

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.

WHO IS PERSONICX LIFESTAGE FOR?

Marketers looking for household-level insights—demographics, behaviors, preferences, attitudes, interests and intentions—can't go wrong with Personicx Lifestage. A market leader for more than 20 years, this system is grounded in a fundamental principle: life stage is a proven predictor of behavior.

Companies with traditional products and services or offerings that parallel different life stages often choose Personicx Lifestage for their segmentation needs. The underlying drivers of the system are applicable to a wide range of industries, from automotive to insurance, healthcare to retail, and the granularity of the 72 segments offers customizable granularity to fit unique customer bases.
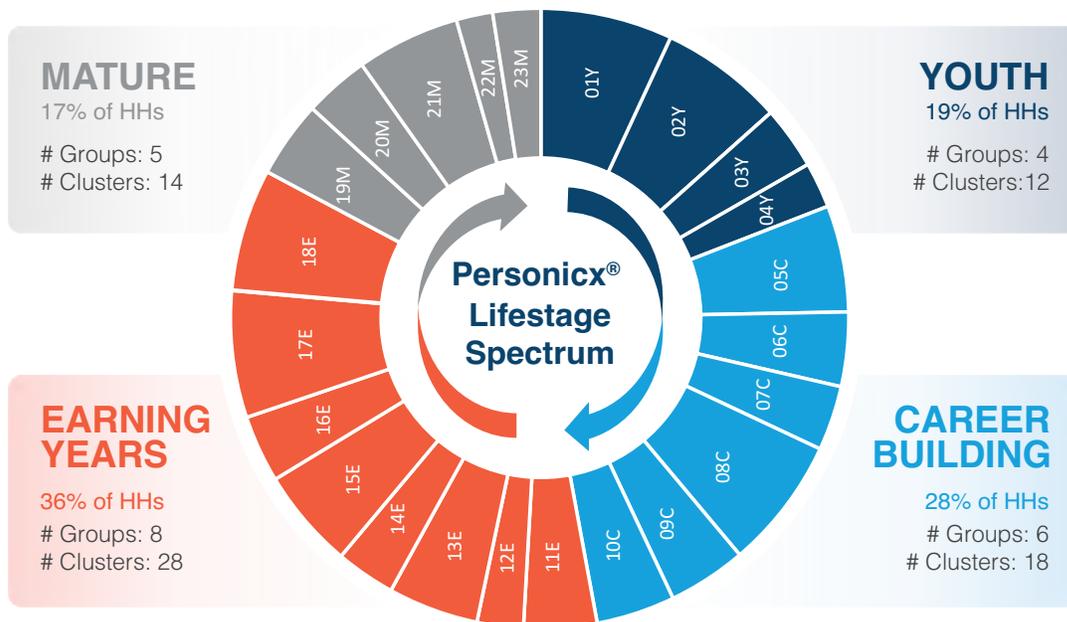
UNDERSTAND THE SIMILARITIES AND DIFFERENCES OF YOUR CUSTOMER HOUSEHOLDS

01Y—LAUNCHING LIFE
- Under Age 30
- Single, No Children
- Renter
- Income $40-50k/year
- Net Worth <$50k

- Nike, Converse, H&M
- Monster Energy Drinks
- Xbox One
- Auto <$10k
- Mobile Phone Influentials

06C—SINGULARLY FOCUSED
- Age 36-65
- Single, No Children
- Homeowner
- Income $100-125k/year
- Net Worth $250-500k

- Banana Republic
- Home Equity Line of Credit
- Health Magazine
- 1 Vacation Trip/Year
- Car Rental for Business

14E—LIMITLESS LUXURY
- Age 36-75
- Married, with Children
- Homeowner
- Income $250k+/year
- Net Worth $2-3 million

- Fidelity Investments
- Financial Contributions $250+
- Smarthome Controllers/Hubs
- Own Luxury Car
- Travel to Europe

# PERSONICX PRIME

WHAT IS PERSONICX PRIME?

Personicx Prime is an innovative segmentation system intended to represent modern consumers and their interactions in a digitally oriented marketplace. Individuals are first assigned to one of 91 "Prime" segments for a multi-dimensional view of the individual, and then assigned to one of 79 "Place" segments to better understand the household in which the person resides. Fifteen groups are also provided with the system, giving additional organizational structure to the Prime and Place dual clustering system.

The statistically determined outcome is a powerful double cluster assignment at the individual and individual in a household level for unparalleled precision and customization in segmentation.

PRIME CLUSTER
WHO IS MY CUSTOMER?
34 – Click to Advance

Digital is heavily integrated into the lives of many of the mostly single consumers in this cluster. At an average age of 47, and college educated, they're quick to jump on board with new apps, mobile wallets and tracking devices that make life easier.
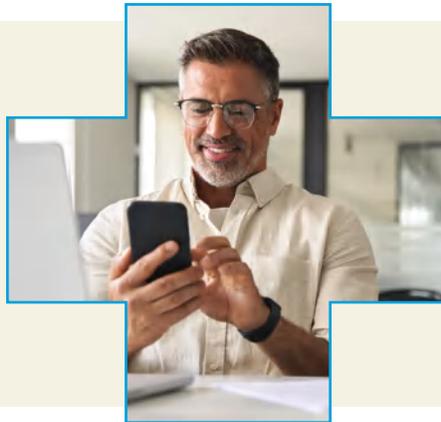
PLACE CLUSTER
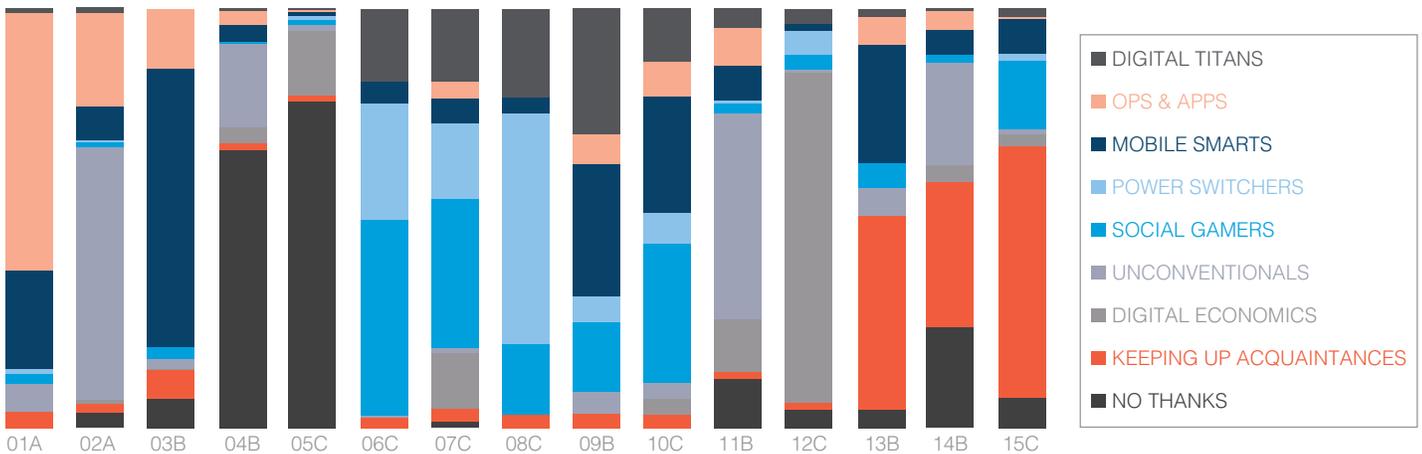#### WHAT IS THE LIVING SITUATION FOR MY CUSTOMER?
53 – Raisingly Renters

More than two-thirds of the heads of these households are not married, with more than 90 percent having children under the age of 18 in the home. Household size averages at 3.1, with 1.9 adults, averaging $25,000/year in household income.

UNDERSTAND THE DIGITAL COMPOSITION OF YOUR CUSTOMERS AND PROSPECTS

Digital behavior is not a linear scale—Personicx Prime helps decode complex consumer composition, at both a Prime cluster and Prime-Place group level.

THE DIGITAL COMPOSITION OF THE 15 PERSONICX PRIME-PLACE GROUPS

Legend:
- DIGITAL TITANS
- OPS & APPS
- MOBILE SMARTS
- POWER SWITCHERS
- SOCIAL GAMERS
- UNCONVENTIONALS
- DIGITAL ECONOMICS
- KEEPING UP ACQUAINTANCES
- NO THANKS

Categories: 01A, 02A, 03B, 04B, 05C, 06C, 07C, 08C, 09B, 10C, 11B, 12C, 13B, 14B, 15C

WHO IS PERSONICX PRIME FOR?

Marketers interested in individual person level insights and audiences—those looking to create person-level experiences and connect with specific individuals within a household—should make Personicx Prime their foundational segmentation system. This is often the first choice of digital marketers.

The seven mini-segmentation drivers of the system (digital, media, behaviors, wealth, living services, political and neighborhood factors), and the unequaled granularity of the 91 Prime plus the 79 Place clusters ensures precise insights, optimal performance, and applicability to all industries.

PERSONICX REPORTS AND ANALYSIS

WHY PERSONICX ANALYSIS?

Segmentation itself is an invaluable tool for marketers, but reports and analysis help make it actionable. An effective report can quickly illustrate where you should—as well as should not—focus attention. And they can provide insights about your customers and through data linked to Personicx that you can't find anywhere elsewhere.

Personicx offers a full portfolio of reporting and analysis to allow you to know, compare and map your customers, all made possible by Acxiom's experienced consulting team.

TYPES OF PERSONICX REPORTS AND ANALYSIS

Customer Portrait Analysis – learn the key segmentation attributes that define your customers and prospects; quickly identify which segments to focus marketing efforts on.

Customer Maps – obtain a geographic view of your customer segments to see where they are coming from and where they are concentrated.

Portrait Comparison Analysis – compare and contrast the portraits of different brands, product lines, offers, campaigns and more to see similarities and differences.

Competitive SWOT Analysis – see what the portrait of your competitors' customers looks like and compare it to your own to see where opportunity lies.

Behavior Ranking Reports – rank order by likelihood all behaviors in a category of survey research, such as media or leisure activities, for a deep dive into specific interests by segment.

Lifestyle Snapshot Reports – gain a high-level overview of behaviors, interests and attitudes of segments or audience groups through the top 10 indices across eight different categories.

Market Ranking Reports – identify which markets hold the greatest opportunity through a high concentration of your top indexing clusters – choose from 8 levels ranging from ZIP+4® to DMA® to State.

Market Potential Reports and Maps – make the most of syndicated consumer research when first-party data is lacking, and identify the markets with most potential for new products and services.

PRECISE CUSTOMER ANALYSIS

	TOP INDEXING GROUPS				
Group #	Group Name	% of Customers	% of Reference	Index	Available Universe
09C	Established Sophisticates	8.4%	4.1%	205	7,715,909
14E	Limitless Luxury	7.1%	3.1%	229	6,709,354
16E	Prosperous Pastimes	8.2%	3.5%	234	7,094,738
20M	Suburban Stability	7.9%	3.4%	232	6,904,140
	TOTAL	**31.6%**	**14.1%**	**224**	**28,424,141**

MARKET VISUALIZATION
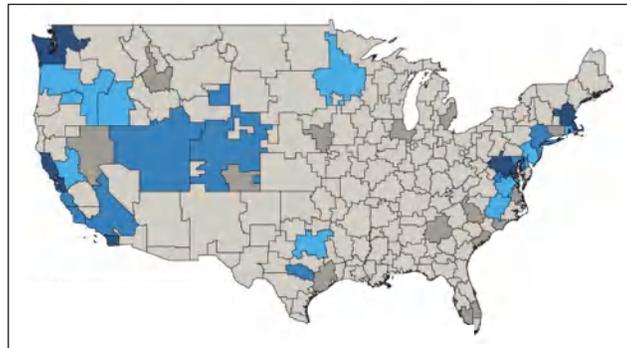
CUSTOMIZED INSIGHTS

FOR MORE INFORMATION

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

ac**X**iom