

Transactional Retail Purchasing Activity Now Available on Data Select

We are pleased to announce the release of transactional data on ConsumerViewSM in [Data Select](#).

Recent buying activity is a strong predictor of future purchase behavior, and now [Data Select](#) delivers the buyers you have been looking for. Transactional data is actual retail (catalog, internet and brick and mortar) purchase history by household presented as Recency, Frequency, Monetary (RFM) information and Purchase Propensity Scores.

- Recency – Most recent purchase within category
- Frequency – Total orders in 48 month window within that category
- Monetary – Total Dollars spent in 48 month window within that category
- Purchase Propensity Score – Score based on the historical purchase activity for the household; the higher the score, the more historical purchase activity there is for the household within that product category

Data driven insight enables smart decisions

To help you target your best prospects, Experian has developed 38 summarized transactional data product categories. With [Data Select](#), you can combine product category information and demographics to pinpoint consumers that are most likely to respond to your offers. Historical retail purchasing activity can help you to:

- More accurately target marketing offers based on the known purchase history for a household
- Improve segmentation through known transaction selects via RFM information
- Build brand loyalty by providing customers with offers they'll be most receptive too

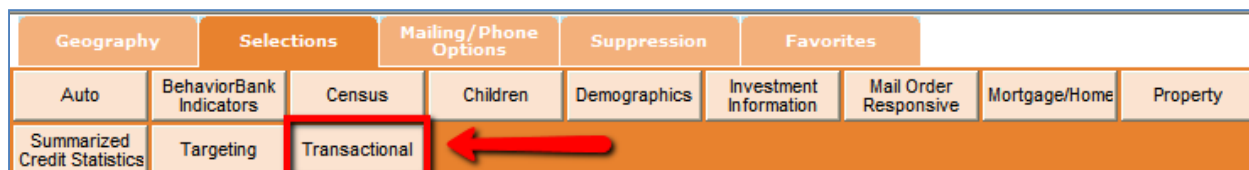
Below is the complete list of the 38 transactional product categories.

Women's High End Apparel	Kitchen & Tabletop
Women's Mid-Price Apparel	Home Imp./Safety
Women's Low Price Apparel	Gardening Supplies/Seeds/Flowers
Women's Casual Apparel	Gardening Décor
Women's Plus-Size Apparel	Electronics/Gadgets
Women's Athletic Apparel	Automotive Tools & Gadgets
Apparel Western	Music
Men's Casual Apparel	Books
Children Apparel	Active Outdoors
Children Merchandise	Extreme/Snowsports
Mid-Price Gifts	Vitamins/Health Products
Seasonal Gifts	Cosmetics/Perfume
Gift Cards & Stationery	Collectibles
High End Home Décor	Professional/Office/Business
Mid-Price Home Décor	Travel & Luggage
Low Price Home Décor	Pets
Furniture	Hobbies & Crafts

Linen & Bedding	Continuity
High-Price Jewelry and Accessories	Food and Snacks

Start using transactional data today!

Transactional data selectors are available in the ConsumerView database on [Data Select](#). To make these selections, simply start a new ConsumerView search and then navigate to the “Transactional” button that is located under the “Selections” tab.



Selector examples:

<input type="checkbox"/>		Active Outdoors Dollar	what is it?
<input type="checkbox"/>		Active Outdoors Frequency	what is it?
<input type="checkbox"/>		Active Outdoors Recency	what is it?
<input type="checkbox"/>		Active Outdoors Score	what is it?
<input type="checkbox"/>		Automotive Tools & Gadgets Dollar	what is it?
<input type="checkbox"/>		Automotive Tools & Gadgets Frequency	what is it?
<input type="checkbox"/>		Automotive Tools & Gadgets Recency	what is it?
<input type="checkbox"/>		Automotive Tools & Gadgets Score	what is it?

Are you ready to learn more about transactional data? To assist you in identifying the records best suited for your needs, please contact your Experian sales representative.

If you have any Data Select system questions, please contact the Data Select support team.

Data Select Support
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