



# ConsumerView<sup>SM</sup>

Tap into the power of the world's largest  
consumer database





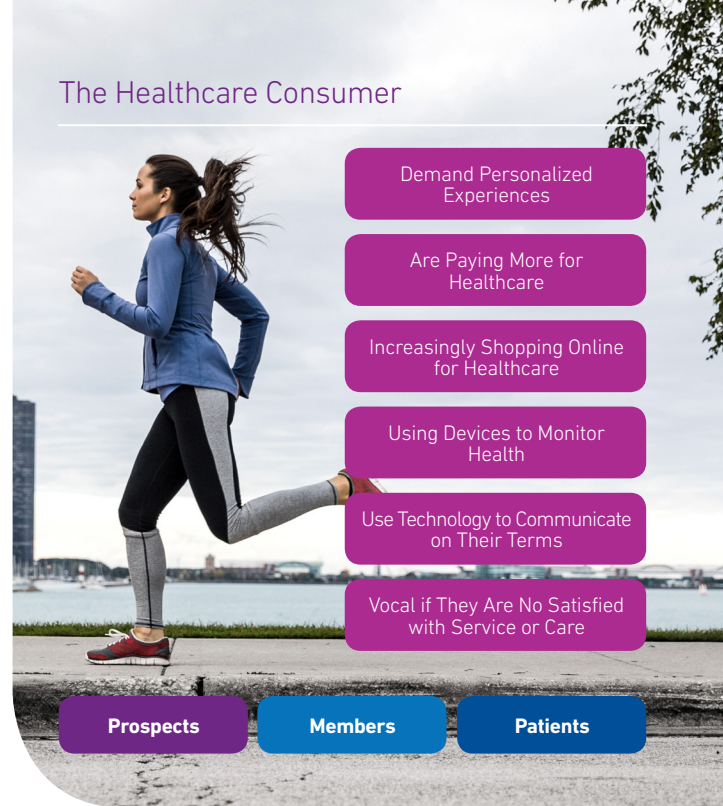
## The best data drives the best marketing

Powerful marketing is fueled by powerful data. It's the only way to gain granular insights into who your healthcare consumers really are. So instead of trailing behind the competition, supercharge your marketing with data that will take your business to the next level.

## Your marketing has never been more targeted

ConsumerView<sup>SM</sup> is the largest and most comprehensive resource for traditional and digital marketing campaigns. With thousands of attributes on more than 300 million consumers and 126 million households, ConsumerView data provides a deeper understanding of your healthcare consumers, resulting in more actionable insights across channels.

## The Healthcare Consumer



Demand Personalized Experiences

Are Paying More for Healthcare

Increasingly Shopping Online for Healthcare

Using Devices to Monitor Health

Use Technology to Communicate on Their Terms

Vocal if They Are No Satisfied with Service or Care

Prospects

Members

Patients

## Experian's ConsumerView U.S. database in a snapshot:

- Data on more than 300 million individuals and 126 million households.
- More than 30 years of historical information and industry experience.
- The freshest data, compiled directly from hundreds of sources.
- Thousands of data attributes that reveal demographics, purchasing habits, lifestyles, interests and attitudes.
- Trusted by brands across the globe for omnichannel marketing.



## Who are your healthcare consumers?

The first step in any data-driven marketing strategy is learning more about your population. Some of the most influential data points are core demographics; they really are the “magic” must-haves (marital status, age, income, gender, and presence of children) for any marketing program, and they help lay the foundation for a full-fledged, data-driven strategy.

**Demographics** are the bread and butter of marketing data. Get to know your consumers as individuals in terms of age, gender, education, occupation and marital status. Understand other data points that can influence your marketing, such as household income and presence of children.

**Census Area Projection Estimates (CAPE)** provides geographic-level data and insights based on the government’s U.S. Census Bureau data. CAPE data can help marketers understand everything from spending habits on hundreds of products to commuter and daytime populations. CAPE data often is used for activities like planning future locations and product marketing.

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ConsumerView audiences show you who your best consumers are:

- Age
- Gender
- Marital status
- Presence of children
- Family status and position
- Location
- Homeowner status
- Education
- Occupation



Now that you've created the foundation for understanding your core consumer population, it's time to go one layer deeper. By knowing more about lifestyles, interests and spending habits, you can understand what makes your patient population who they are — and how they choose to spend their money and free time.

**Lifestyle and interest data** allows you to connect with your consumer population based on their hobbies and pastimes. The data is compiled from consumers who have completed self-reported surveys, which means you can select from an array of categories that represent the lifestyles of more than 75 million households.

**Financial data** segments go beyond income and estimate the way your customers spend their money. From Financial Personalities® that help outline spending behavior to ConsumerView<sup>SM</sup> Profitability Score, which ranks households most likely to pay their debts, you can gain a 360-degree view of your consumer populations' estimated financial habits.

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ConsumerView audiences tell you how people spend their time and money:

- Activities from biking to running.
- Interests from exercise to outdoor activities.
- Buying habits from convenience to recommendations from friends.
- Philanthropic and charitable interests.
- Financial indicators, including card usage and creditworthiness.
- Healthcare habits and behaviors.
- Lifestyles from doting grandparents to green consumers.

## How and when should you reach your consumer population? What motivates them?

The final phase is determining how and when to reach your consumer population. It starts with segmenting your consumer population and ends with reaching them across their preferred channels. The final result is a data-driven contact strategy that targets your consumer population across channels.

**Mosaic®** and **TrueTouch<sup>SM</sup>** help you identify and reach your consumer population across their preferred channels. Mosaic is a household segmentation system that classifies U.S. consumers into 19 overarching groups and 71 underlying types. Once you've identified your patient population with Mosaic, you can ensure you're reaching them across the right channels with the right messaging themes using TrueTouch.

**Life event** data, such as new homeowners, new movers and new parents, helps you connect with your consumer population who have experienced a major life event and are more likely to be receptive to event-based marketing campaigns during these milestones.

**Buyer behavior** introduces you to your consumer populations' shopping habits. Get to know how likely they are to purchase products within a certain category — 38 in total — and their propensity to purchase products through a specific sales channel, such as retail, online or both.

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ConsumerView audiences reveal how to reach your consumer population with the right message, on the right channel, at the right time:

- Lifestyle segmentation, including 71 unique types and 19 overarching groups.
- Marketing channel preferences from mail and TV to online and streaming radio.
- Life event triggers, including new homeowners, new movers and new parents.
- Purchase predictors on categories ranging from furniture to cosmetics to pet items.

## Marketing information you can rely on

“Garbage in, garbage out” is an old saying in the data industry. Data quality is more important than anything else. Poor-quality data performs worse than data that’s sourced and compiled carefully and expertly. At Experian, we take that message to heart, working tirelessly to ensure our data is the most comprehensive and accurate resource available in the marketplace. Here are just a few ways we ensure that ConsumerView is the industry-leading database for marketers.

## The importance of data testing and processing

We employ a rigorous testing and validation process that includes the application of proprietary models, data from hundreds of sources and proven algorithms to ensure our database houses only the most accurate data elements. This includes process control, statistical quality control and detail-level measurement. The outcome is better data and, ultimately, better marketing.

## The most accurate household data means precise targeting

Traditional methods of determining household makeup rely solely on identifying individuals with the same surname at the same address. We go one step further by establishing a living unit structure that recognizes families with different surnames; roommates and living partners; and group quarters, such as fraternity and sorority houses. We also attach a unique, permanent identifier to each consumer record, which helps maintain contact with consumers wherever they move.

## Protecting your consumer data is our top priority

Privacy goes beyond just ensuring legal compliance. It’s also about providing consumers with notice and choice when it comes to how their data is being used. That’s why Experian implements values-based practices that govern the acquisition, compilation and sale of our data. This ensures not only compliance with legal guidelines, but also careful consideration of privacy.



