

Mosaic[®] USA

The best data powers the most robust segmentation

Powerful marketing starts with understanding your audience.

Experian's Mosaic[®] USA proprietary household segmentation system makes understanding your customers easy. We've segmented the U.S. consumer landscape into 19 overarching groups and 71 unique types of consumers and put 300+ ConsumerViewSM data points into each segment to provide you with a 360-degree view of your consumers' choices, preferences and habits.

Mosaic USA paints a rich picture of U.S. consumers and their socio-demographics, lifestyles, behaviors, and culture using a common customer language to define, engage and measure target audiences. Using Mosaic USA lifestyle segmentation, you can anticipate the behavior, attitudes and preferences of your best customers and reach them in the most effective traditional and digital channels with the best messages.

Mosaic[®] USA segmentation features 19 groups and 71 types



Make Mosaic work for you

Mosaic lays the groundwork for marketers like you to market more effectively. Once you understand which segments best represent your consumers the possibilities are endless:

- You can better maintain a consistent audience across channels
- Learn which customer segments are most responsive
- Understand their desires and what entices them to convert
- Acquire customers by reaching the right ones with the right message, at the right time
- Identify and prioritize dollars on your most valuable segments
- Target specific high-indexing groups and types

Access Mosaic® via the Mosaic Segmentation Portal

Access to the Mosaic Segmentation Portal allows you to analyze and compare the combined 90 different profile-based audiences; 19 Mosaic Groups and 71 Mosaic Types. A few clicks into the portal allow you to discover the unique occupations, sources of entertainment, preferred means of advertising, enjoyed activities, and more that are specific to the audience you wish to reach.



Visit segmentationportal.com for access today.