

Experian National Canvasse Republic of Ireland

Increase efficiency and return on
your marketing campaigns



National Canvasse is Experian Ireland's extensive consumer file, generating targeted lists to help identify new prospects. Combined with Mosaic Republic of Ireland, you can understand more about your existing customers and develop retention and cross-sell opportunities.

Experian's National Canvasse file lists 420,000 households in Ireland; that is over 1 in 4 households in the country, and can assist your business in;

- Targeted direct mail
- Granular level door drops
- Door to door canvassing



All images are sourced from Experian Mosaic Republic of Ireland

Knowing your Customers

Successful organisations take the process of analysing and understanding their customers seriously.

It is vital for the growth of your business to identify opportunities for new & existing products and services and tailor targeted communications for prompt response.

Optimise the value of your client base

By using your own client data, Experian can identify your most profitable customers and then identify their demographic and lifestyle characteristics using our powerful segmentation system - Mosaic Republic of Ireland.

Once your customer type is identified, Experian can then use our National Canvasse file 420,000 households to give you a list of 'look -a-like' customers. This combination of data assets ensures you can build accurate and relevant prospect lists for your marketing activities.

Understanding the locations of your customers can also be vital. Experian's National Canvasse coupled with Mosaic can ensure you are targeting the right people, with the right products, at the right time, in the right locations.

Benefits of using Experian National Canvasse

- Access to 420,000 household addresses
- With a vast depth of variables, Experian National Canvasse can be used to provide a prospect list that is relevant to any industry
- Helps you deliver high volume direct marketing campaigns
- Data lists are fully compliant with Irish Data Protection laws
- Up-to-date and regularly refreshed data

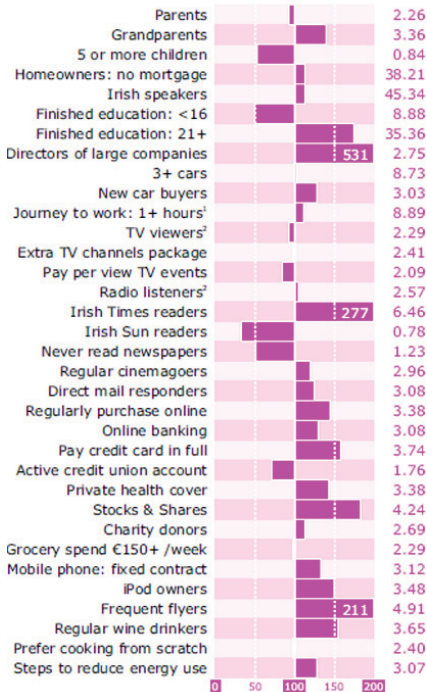
Enhancing data with Mosaic from Experian

Mosaic can give you insight to your own data such as:

- **Demographics:** Individual, Family, Property and Financial level information that can be used to build up an accurate picture of what your prospect and customer files look like
- **Segmentations:** Classifications unique to Experian can help you put together accurate high volume mailing files

All this valuable, up to date information can be used to assist direct marketers in targeting most likely new prospects, understanding more about their existing customers and developing retention and up/cross sell opportunities.

Lifestyle Summary



How is the National Canvasse file created?

Our file of household information is compiled from various proprietary data assets and other compliant data sources available to Experian Ireland.

The file is made up of prospects which are proven to be Direct Marketing responsive and, being updated and refreshed on a monthly basis ensures the data is as up-to-date and accurate as possible.

How is Mosaic Rol built?

Mosaic is built using a four stage approach:

- A detailed analysis of the latest societal trends in the Rol
- Acquisition and development of the most appropriate data sources required to classify consumers accurately (CSO Census Information, Experian's National Canvasse database)
- A sophisticated proprietary approach to cluster analysis
- Analysis of market research to assist in the validation and interpretation of the segmentation

Why Experian?

Over the last 25 years Experian has established itself as a leading global provider of consumer classifications.

Our unique combination of consumer insight allied to our understanding of local markets and economies means we can identify the best sources of data and methodologies to build truly innovative segmentation.

Sample Mosaic Profile

Affluent Suburbs

Overview

All images are sourced from Experian Mosaic Republic of Ireland

Key Features

- Older families
- Empty nesters
- Well educated
- Successful careers
- Large exclusive homes
- Suburban locations
- Prestigious cars
- Outsourcing
- Savings/Investments

For more information on how Experian National Canvasse and other products can assist your business, contact our Marketing Services Team on:

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