Mosaic Ireland

The consumer classification solution for consistent cross-channel marketing

experian.

Welcome to Mosaic Ireland

Actionable consumer insight across marketing channels

Behind every customer is an individual and Mosaic Ireland allows you to start treating them that way. Today we have more consumer data than ever before, and more communication channels too. While that brings opportunity, it also adds complexity. Today's consumers expect organisations to anticipate and meet their needs, serving up relevant messages throughout their relationship and across every channel.

Mosaic Ireland gives you an accurate and detailed reflection of consumers, so you can make every interaction more personal and improve their experience.

It gives you the intelligence you need to reach:

- the right people
- with the right products and services
- via the right channels
- with the right message
- at the right time.

Mosaic gives you the intelligence you need to reach the right people with the right message at the right time – every time.

Mosaic is Experian's most comprehensive cross-channel consumer classification, built for today's hyper-connected world. Using new data and analytical methods, you get deeper insights on consumer lifestyles and behaviour to help you make more informed marketing decisions.

The benefits to you:

- Personalise your customer experience to improve retention and increase your share of wallet
- Know your target audiences and engage with them across channels to strengthen brand awareness and drive new customer acquisition
- Understand geographic concentrations of your best customers to optimise your location footprint.

What is Mosaic?

Focused, actionable insights on your customer's lifestyles and behaviours

Mosaic gives you a pin-sharp picture of today's Irish consumer, reflecting the latest consumer and societal trends. Over **500 different data points** are condensed using the latest analytical techniques to identify **14 summary Groups** and **43 detailed Types** that are easy to interpret and understand.

Mosaic is real

It provides you with the context behind the decisions that consumers make; critical if you want to build strong, long-term relationships with the individuals who are most valuable to your business.

Mosaic is actionable

You can deliver relevant content to the right people across the channel mix. From direct mail and e-mail, to targeted online and digital TV advertising, you can integrate Mosaic into your current marketing tools to maximise the value of your customer insight.

Mosaic is relevant

With the latest demographic and behavioural trends, it gives an accurate reflection of the Irish consumer of today, and tomorrow.

Mosaic is yours

You can combine your own customer insight with Mosaic and create customised consumer segments that can be used across your business to really understand your customers and deliver focused customer service.

Channels

Mosaic: the common currency for cross-channel marketing

Nowadays, most organisations engage their target audiences across multiple channels, with marketing campaigns that often use different targeting methods for each channel. The risk is that you can end up talking to the same customer in different ways, about different things, in different places.

By consistently segmenting people according to their characteristics and behaviour, you can instead talk confidently about the things that matter to them, using the channel they are most likely to respond to.

Mosaic is more than a sociodemographic segmentation and is even more relevant today than when first created over 30 years ago. By giving you a clear picture of who consumers are, where they are and what they want, Mosaic offers actionable consumer insight that is focused on the individual, rather than the channel. Mosaic's consistent classification works as a 'common currency across all channels, underpinning the whole of your marketing activity. Backed by relevant and up-to-date consumer insight, Mosaic enables you to plan and measure campaigns to your target audiences consistently across all the different channels at your disposal.

The seismic shift in the use of technology continues to fundamentally change the way consumers engage with brands.

Mail, telephone, mobile and email

Identify the consumers that are most responsive to different direct marketing channels and tailor your offer and creative based on Mosaic.

Digital and mobile advertising

Use Mosaic to define your target audiences and serve differentiated advertising based on relevant insights to optimise the return on your media spend.

TV advertising

Increase brand awareness with your core audiences by using Mosaic to deliver targeted ads via digital TV and on-demand video.

Locations

Mosaic helps you plan where you should have a physical presence and understand how catchment profiles have an impact on your in-store sales performance.

How can Mosaic help you?

Behind every consumer is an individual. Mosaic means you can start treating them that way. Mosaic gives you a clear picture of today's Irish consumer, reflecting the latest societal, behavioural and technology trends.

Strengthen brand awareness and new customer acquisition

Mosaic helps you understand who your best customers are and how to reach more people like them. It ensures that you are only targeting consumers who will find your services, products or capabilities the most relevant. From direct mail and email to targeted online and digital TV advertising, you can integrate Mosaic into your current marketing tools to reach the right audiences, with relevant and consistent messaging across the right channels.

Optimise your locations

Mosaic shows you which areas have the highest concentrations of your best customers to help you find the right locations for new stores, facilities and branches, or identify locations where static posters and billboards will reach your customers most effectively. Detailed catchment analysis lets you understand the diversity and specific needs of your customers within an area.

Improve retention and increase your share of wallet

When combined with your customer data, Mosaic enriches what you know about your customers and puts it into a new context. It helps you really understand your customers and deliver a personalised experience, from determining which products or services to offer to selecting the most appropriate channels.

Make better decisions

A deeper understanding of your customers means you can make better decisions on how to engage customers and treat them fairly. Mosaic can be used across your organisation – right up to the boardroom – to give an in depth understanding of your customers so you can put them at the heart of business decisions.
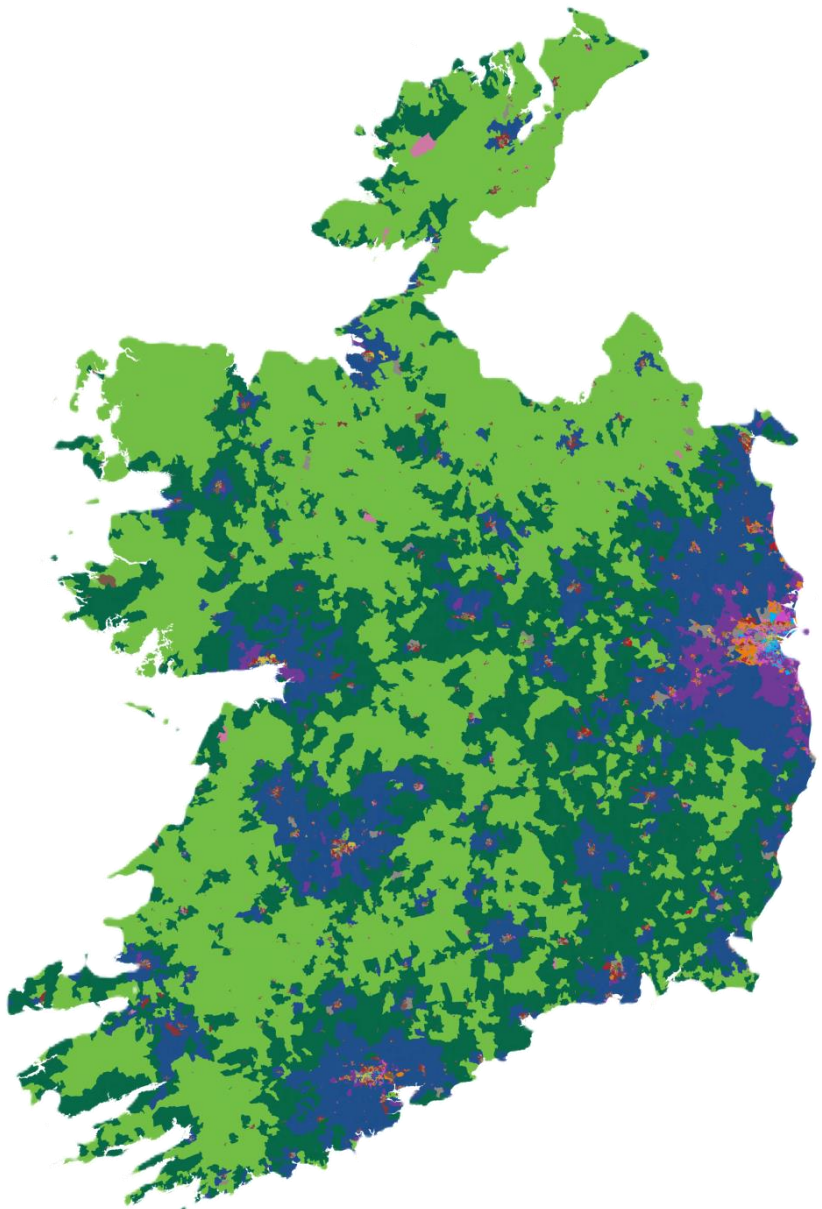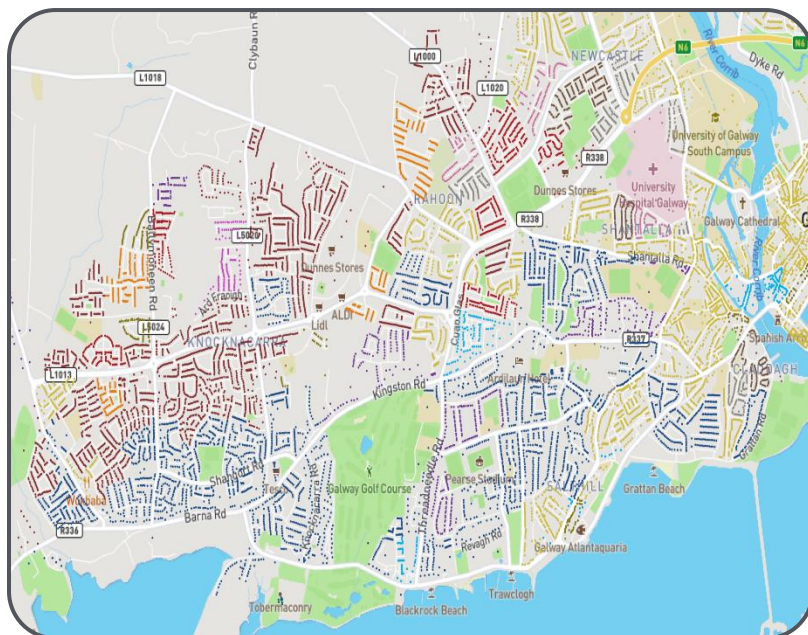
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The benefits of mapping Mosaic

Mapping Mosaic helps you in many ways. You can optimise locations for new retail outlets by understanding the potential of the local market. You can also identify locations where leaflets, static posters and billboards will reach consumers within your customer base most effectively.

In addition, you can scope out new locations that offer strong matches with those locations in which your current customers live.

You can even understand specific location-based needs of your customers — including transport methods and requirement for relevant products, such as indoor and outdoor furnishings. Mapping Mosaic helps to reveal better insight into the many Mosaic types and where they occur. After all, everything happens somewhere.

Mosaic Groups

- A Established Wealth
- B Suburban Success
- C City Achievers
- D Urban Starters
- E Diverse Renters
- F Family Focus
- G Local Families
- H Industrious Workers
- I Budgeting Families
- J Rurban Lifestyle
- K Senior Owners
- L Practical Pensioners
- M Country Choice
- N Distant Views

Urban diversity:

Mosaic clearly highlights the patterns of urban starters, students and recent graduates in smaller rented properties in Galway city centre, and as one moves out towards the city edges the diversity in the population becomes very apparent with a mix of Family Focus, Budgeting Families and even some Suburban Success. There are also areas of higher status in the area with the Established Wealth group.
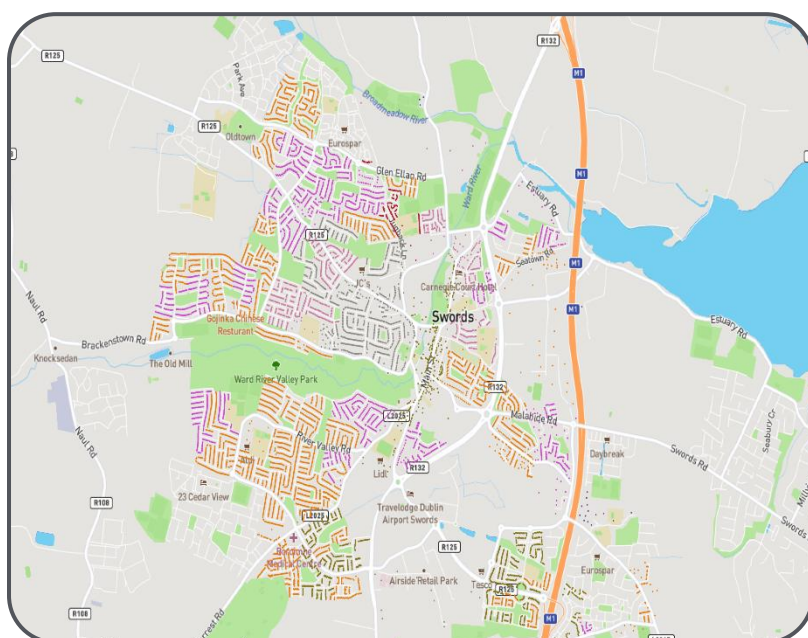
Suburban diversity:

While suburban areas can appear on the surface to be a bland monotone area of identikit housing, Mosaic can peer inside. It will reveal all the different types of household that reside there, with their various life-stages, marital status, household compositions and financial positions, as well as taking into account the variations between estates as a whole.
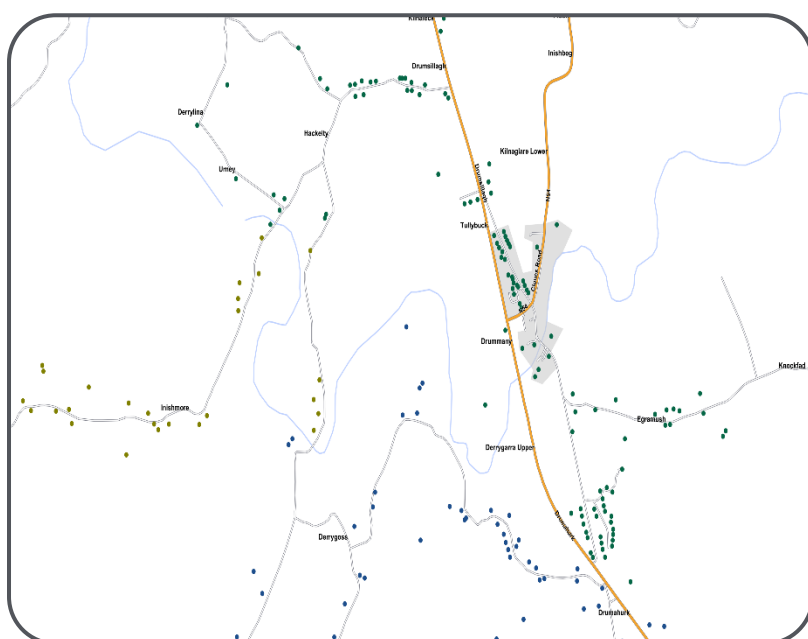
Rural diversity:

Within rural areas, we are able to pick out the individual households that are likely to be commuting to towns and cities nearby vs. residents with more of a local focus i.e. in farming or blue-collar occupations, including those that are likely to be self-employed. It is also possible to identify wealthy households and farmers living in larger housing.

Actionable, easy-to-understand segmentation

Experian's Segmentation Portal is an easy-to-use online tool that brings Mosaic to life. It helps you get to know the segments that are most relevant to you and get the most out of the data.

Understand

Get a complete, detailed picture of the Groups and Types with a mix of visual, descriptive and statistical insight. Quickly view the key characteristics, including how they behave and prefer to communicate. Drill down to see over 500 different variables, such as age, interests, life-stage, and spending habits. See the distribution at different levels and view example locations. You can also compare similarities and differences between groups to understand trends.

Compare

You can quickly profile your existing customer records, append Mosaic Groups and Types to your customer data, and see the key characteristics of your customers.

Audience

Build a picture of your ideal customer – selecting from a range of characteristics such as age, income, marital status and more – to identify which groups and types to target. Discover, Groups and Types with similar characteristics, such as income, internet usage or property type.

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Groups and Types

A Established Wealth	A01	Exclusive Circles	Households with the highest wealth, living top-spec lifestyles in expensive urban homes
	A02	High-Flying Families	Professionals with families in upscale modern homes built on the edge of cities and suburbs
	A03	Professional Symphonies	Professionals in their later career or retirement who live in superior suburban homes and favour quality and service
B Suburban Success	B04	Aspiring Families	Families with school-age children in attractive, modern, suburban estates, with good salaries.
	B05	Experienced Executives	Mature parents whose solid careers have provided financial stability and comfortable homes in tree-lined outer suburbs
	B06	City Regeneration	Younger couples and young families modernising inner-suburban homes, with good careers
C City Achievers	C07	Uptown Couples	Well-informed young professionals with money to spend, living in characterful city homes
	C08	Millennial Renters	Young people renting small but attractive homes in urban locations, establishing their careers and enjoying city living
	C09	Young Tech In-Crowd	Bright young singles renting accessible modern apartments and making their mark in smart industries
D Urban Starters	D10	Heart of the Action	Independent, cosmopolitan young people living in busy central districts, with shops and bars on the doorstep
	D11	Metro Mindset	Young people living within urban and metropolitan environs while they start out on their working lives
	D12	Campus Life	Students and first time workers living close to their place of study/work, with low budgets, but lively lifestyles
E Diverse Renters	E13	Town Centre Singles	Younger workers from diverse origins, living in properties of very low value in the centre of provincial towns
	E14	City-Edge Enterprise	Hardworking young multinational couples and singles, renting small apartments in modern city-edge estates

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Groups and Types *(continued)*

Group		Type		Description
F Family Focus	F15	New Estate Families		Parents of young children, often both in good jobs, commuting from mid-priced homes in newer estates
	F16	Connected Families		Growing families with two incomes in modern estates, staying highly connected with social media
	F17	Settled Suburbanites		Traditional older families and couples, who have owned their houses a long time
G Local Families	G18	Regional Mortgagees		Families with school-age children, living in modern suburbs around regional centres, working in local professions
	G19	Small-town Breadwinners		Hard-working families who plan their budgets, living in affordable housing in smaller provincial towns
	G20	Domestic Outliers		Price-conscious young families living in low-cost homes built in outlying developments
H Industrious Workers	H21	Provincial Persistence		Ageing households in small towns, some renting from the local authority, with low disposable incomes
	H22	Terraced Tradition		Mature households, often with two generations, living in traditional urban terraces
	H23	Day-to-day Spenders		Older families with limited resources, living in accessible city estates of low-cost terraces
I Budgeting Families	I24	Family Effort		Families with children, in small, modern, local-authority homes, working hard to make ends meet
	I25	Thrifty Young Parents		Households with children, living on a tight budget, renting local-authority homes in traditional estates
J Rurban Lifestyle	J26	Provincial Prosperity		Mature professionals owning spacious homes in pleasant areas around larger provincial towns
	J27	Country & Business		Wealthy commuters, successful farmers and business owners enjoying country lifestyles in the east
	J28	Rural Nesters		Well-educated families choosing to bring up their children in green surroundings close to provincial services
	J29	Comfortable Fringe		Conventional older households with secure finances, living a rural lifestyle near cities and large towns

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Groups and Types *(continued)*

K Senior Owners	K30	Veteran Urbanites	Mature owners of homes in urban setting, who have spent their working lives in non-manual or skilled-manual jobs
	K31	Seasoned Community	Settled older couples, at or near retirement, whose mid-range wages have bought them modest homes in provincial towns
	K32	Supported Seniors	Communities dominated by properties designed for supported living, often housing very elderly residents
L Practical Pensioners	L33	Economical Elders	Ageing couples and singles on modest incomes, living in small, low-cost homes near town centres
	L34	Pocket-Sized Renting	Older singles renting compact homes in urban locations, often retired, not able to work or in elementary occupations
	L35	Small-Town Stalwarts	Stable, mature couples and singles living within their means in low-cost houses in small provincial towns
	L36	Hometown Survivors	Older people living in low value terraces in larger towns, with low income and expenditure
M Country Choice	M37	Land and Trades	Comfortable families, including farmers and tradespeople, owning spacious properties deep in the countryside
	M38	Escape to the West	Families in western, inland areas who have chosen a large isolated plot for a quiet rural life
	M39	The Atlantic Way	Retired households in idyllic holiday areas, either long-term residents or living the dream having made their money elsewhere
N Distant Views	N40	Border Communities	Families with school-age children, who own inexpensive homes scattered across northern counties
	N41	Rural Workforce	Skilled workers in local occupations, including agriculture and construction, living in economical housing in low-density areas
	N42	Agricultural Heartland	Farmers and farming communities in sparsely populated agricultural areas
	N43	Remote Hill Farmers	Self-sufficient, older families in isolated locations, living traditional lives

Why Experian?

Over the last 30 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.

Behind every customer is an individual. Mosaic means you can start treating them that way. To find out how Mosaic could help you, contact us:

Email: info@experian.ie 01 846 9200

Marketing support

Experian's team of consultants and analysts are dedicated to helping organisations define and execute their marketing strategy and get the most from Mosaic.

To maximise the value of Mosaic, and to ensure you are making the most of every opportunity available to you, you'll have access to the latest consumer insight and marketing thought leadership, including Experian white papers, infographics, blogs and news.