

CONSUMER INSIGHT™ A Customer Profile Analysis

What is Consumer Insight?

Consumer Insight is a research tool that enhances a company's customer information by matching their customer database to the Demographics, Niche and Lifestyle characteristics of households on our National Consumer Database. **The information obtained from the analysis enables a company to determine who their best customers are so that they can then target their prospects more effectively and successfully.** This information is temporarily appended to the company's database for analysis purposes. It does not become a permanent part of their customer database.

What are some of the characteristics that are included in the analysis?

Demographic information includes age, gender, income level, marital status, presence of children, mail order responsiveness and home ownership.

Specific **Niche** information can include the Niche category, income, demographic profile and product interest, for example:

Consumers in the **Already Affluent** category are described as having an income level of \$75,000+, white collar, few kids and high home value. Product interests include stocks, import cars and travel.

Lifestyles are also included in the analysis and cover interests such as Outdoors (hunters, fishermen, campers); Athletic (tennis players, golfers, skiers); Good Life (gourmet cooking, wine enthusiasts and foreign travel) among others.

Why is it so important for a business to conduct a customer profile analysis?

Profiling customers is an important strategic marketing tool that can be utilized to select the best prospects and create an appropriate marketing message and design for your customer's direct mail piece. For instance, if a company knows that 85% of their customers are seniors and own their homes, they would purchase a mailing list of homeowners age 55+, not renters in the age range of 24-35. If the data shows that a significant number of customers have a household income level of \$50,000 and play golf, that criteria can be selected when purchasing a prospect list. A direct marketing campaign designed for a product that is sold mostly to women would probably get better results if the creative had a feminine look and feel rather than a football theme.

Knowing distinctive characteristics about their current customers enables a company to target the right audience with the right message and creative, and helps them market more intelligently and successfully.

Who could benefit from analyzing their customers?

Companies that mail frequently (monthly or quarterly) and want to improve their sales and marketing R.O.I. can benefit from defining and understanding the characteristics of their best customers. Their database should have a minimum of 5,000 records. To perform the analysis, only the Name, Address, City, State and Zip Code are required.



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