Ethnic Insight℠
Drive stronger brand engagement with multicultural audience insights
Discover hard-to-find ethnic populations and leverage cultural and behavioral insights to build personalized experiences.

For example, did you know that Hispanics are the largest racial and ethnic minority in the US? Hispanic buying power reached $1.4 trillion in 2016, showing that marketers need to harness the potential of this ever-growing segment. But how do marketers gain insight into multicultural audiences in order to address them in their native language?

Designed to help you reach new markets, build customer loyalty, and differentiate product offers, Experian's Ethnic Insight tool helps identify the ethnic origin, probable religion and language preferences of your target audience. By using this pool of 16 user-friendly ethnic groups, marketers can target ethnic audience segments and customize advertisements to match their visual and language preferences. Don’t miss this opportunity to increase ROI by serving relevant advertisements directly to hard-to-identify ethnic and religious groups!

**Application Examples**

- **Deploy** seasonal campaigns to maximize profits during key ethnic and religious celebrations
- **Personalize** mobile brand experiences to captivate device-dependent users
- **Increase** customer loyalty by providing customers the option to interact with your brand in their native language
Ethnic Audience variables include
• 196 specific ethnicities
• 16 ethnic groups
• 84 language groups
• 13 religions
• Degrees of Hispanic or Asian assimilation to the language and culture of the US
• 20 countries of origin for Hispanic individuals

Country of origin
The segment contains consumers who are identified to have one of the following countries as their country of origin.
• Mexico
• Cuba
• Puerto Rico
• Nicaragua
• Dominican Republic
• Colombia
• Honduras
• Guatemala
• El Salvador
• Costa Rica
• Panama
• Ecuador
• Venezuela
• Argentina
• Chile
• Peru
• Bolivia
• Uruguay
• Paraguay
• Spain

Ethnic Group
This segment contains consumers who are identified to have one of the following ethnicities.
• African American
• Southeast Asian
• South Asian
• Central Asian
• Mediterranean
• Native American
• Scandinavian
• Polynesian
• Middle Eastern
• Jewish
• Western European
• Eastern European
• Caribbean Non-Hispanics
• East Asian
• Hispanic

Language
This segment contains the list of languages that consumers have identified as their preferred language.
• English
• Danish
• Swedish
• Norwegian
• Finnish
• Icelandic
• Dutch
• Flemish/Walloon
• German
• Hungarian
• Czech
• Slovak
• French
• Italian
• Spanish
• Portuguese
• Polish
• Estonian
• Latvian
• Lithuanian
• Georgian
• Armenian
• Russian
• Turkish
• Kurdish
• Greek
• Farsi
• Moldovan
• Bulgarian
• Romanian
• Albanian
• Slovenian
• Serbo-Croatian
• Azeri
• Kazakh
• Pashtu/Pashto
• Urdu
• Bengali/Bangla
• Bahasa Indonesia
• Asian Indian (Hindo or Other)
• Burmese
• Mongolian
• Mandarin
• Cantonese
• Korean
• Japanese
• Thai
• Bahasa Melayu
• Lao
• Khmer
Language cont.

- Vietnamese
- Sinhala
- Uzbek
- Hmong
- Hebrew
- Arabic
- Turkmen
- Kirghiz
- Nepali
- Samoan
- Inuktitut
- Tongan
- Tibetan
- Siswati
- Zulu
- Xhosa
- Afrikaner
- Comorian/Shikomoro
- Twi (Ashanti ethnicity)
- Swahili
- Hausa
- Bantu
- Dzongkha
- Amharic
- Somali
- Macedonian
- Chechen
- Igbo
- Yoruba
- Tagalog
- Sotho
- Malagasy
- Tok Pisin

Religion

- Buddhist
- Catholic
- Ethiopian Orthodox
- Hindu
- Muslim
- Jewish
- Sikh
- Lutheran
- Mormon
- Eastern Orthodox
- Protestant
- Shinto
Custom

There are infinite data combinations and selections Experian Marketing Services can help you with for optimal audience targeting. Using our comprehensive inventory of data, we can find even the most unusual of audiences to help you connect your advertisers with new prospects. From demographics to behavioral and psychographic information, we draw on a massive base of knowledge accumulated during five decades in business. Our audience segments are powered by our industry-leading compiled database - ConsumerViewSM - and we maintain a wealth of information about consumers and how they make buying decisions. Our national database uses state-of-the-art technology, unique build methodology, and vast data sources with online linkages to deliver a superior database that addresses the sophisticated needs of today’s multichannel marketer.

Ask your Experian representative for more details or contact us at (877) 902-4849 or experianmarketingsolutions@experian.com