300 million consumers

126 million living units

1500 individual household level attributes

2500 geo-level attributes

50% of consumers identities are known homeowners

85% of consumers identities with known age

Coverage on 95% of the US population

Predictive shopping attributes & previous purchase behavior based on 4.4 billion transactions

Ranked #1 in overall performance for modeling applications by an independent firm

85% of the U.S. is addressable through the Experian media partner network

Linkage to 500 million email addresses

Linkage to 275 million addressable cookies

Retail purchases on 77 million households

13 million annual new movers

3 million annual new homeowners

Source types

Public records including recorded deed and tax assessor records

Aggregated motor vehicle information

Census data

Publications, subscriptions and published dictionaries

Participatory change of address information

Aggregated credit information

Consumer surveys (self-reported)

Retail transactions

Digital data

Mosaic® USA Lifestyle Segmentation provides you with:

71 unique types organized into 19 overarching groups

300 consumer and living unit data attributes provide unparalleled depth and insight

30 years of analytical expertise developing and delivering regional and global segmentations

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