

# WorldView



International data for location planning and marketing campaigns

## Make impactful and informed decisions in international markets, by accessing a set of consistent socio-demographic attributes

Sourcing global socio-demographic information has previously been difficult. Data has been inconsistent and only provided a partial view of international markets. Experian WorldView provides key aggregated socio-demographic attributes through enriched 250 by 250 meter, or H3, grids covering the globe, providing immediate access to information to help you make effective global location planning and marketing decisions. Geo-level attributes include:



Demographics



Daytime Population



Disposable Income



POI Data



Consumer Expenditure



WorldView Segments

Utilizing the latest satellite remote sensing technology, global data and machine learning algorithms, Experian have created a global database, all on a consolidated and consistent scale. This allows you to:

- **Benchmark** performance across all locations
- **Analyze** catchments at the most granular level
- **Understand** your customers consistently and visualize data
- **Optimize** product distribution
- **Identify** new business opportunities worldwide and new territories to expand your business proposition
- **Better understand** your customers with greater insights
- **Build** the right strategies for sustainability as well as growth
- **Identify** areas where there is untapped demand
- **Develop** effective marketing strategies
- **Activate** audiences in both traditional and digital channels

## Why WorldView?



Experian have provided location analytics and market planning support to global brands for over 20 years.



WorldView can be used for both global location planning and marketing campaigns.



Provides consistent attributes across 130+ countries.



Unique. Experian are the first to offer global insights using the gridded methodology, allowing you to better understand your customers and market potential across multiple countries.



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