

Mosaic® Verticals

Target audience segmentation by industry

Marketers need a better understanding of how their customers and prospects behave, and many currently lack the ability to target based on behaviors and attitudes specific to their industry/business. Experian's Mosaic®, the most powerful and reputable segmentation system in the industry, and its accompanying Mosaic portal provide hundreds of insights relevant to core demographics, interests and behaviors. Experian® has introduced Mosaic® Verticals™, which provides added relevancy for each Mosaic segment as it relates to an advertiser's industry, providing actions and attitudes your business cares about.

Deeper insight into consumers in your industry

Mosaic Verticals is an industry-specific version of the Mosaic portal with the same 800 rich lifestyle and interest attributes to describe each of the 71 Mosaic segments, with an additional 200 to 500 vertical-specific attributes that make Mosaic especially relevant to your specific industry.

Mosaic Verticals allows brands to target Mosaic segments across the marketing ecosystem by identifying which segments act in specific ways relevant to your industry. Additionally, knowing how each Mosaic segment behaves in relation to your brand's specific industry helps you leverage the power of Mosaic more intelligently on your customer file.

Unleash the power of Mosaic

- Access to the Mosaic Vertical of your choice via the segmentation portal.
- More than 1,000 total attributes about each Mosaic segment, including attributes specific to your industry.
- Accompanied by a user guide, FAQ, e-handbook and descriptions of each Mosaic segment specific to your vertical.

Use case: Retail company

Problem

A retail advertiser is challenged with knowing how their customers act outside of what is revealed on their first-party data file. To better engage and reach new customers, they are lacking a good understanding of their market's shopping attitudes, other brands and products their market is purchasing outside of their own stores and their preferences for transacting.

Solution

Advertisers can leverage Mosaic Verticals to understand purchase and shopping behavior beyond their first-party data. A Mosaic append becomes that much more powerful now that the accompanying Mosaic Verticals dashboard provides a wealth of retail-specific attributes to describe the customer base, including brand preferences, products, stores, shopping attitudes and more.

Taking action

This retail brand can leverage the cross-channel power of Mosaic on a higher level than before. With the Mosaic Verticals portal, brands can go beyond their first-party data to find their next best audiences by identifying which

Product sheet

Mosaic® Verticals

Mosaic segments purchase from the competition or buy the type of product they want to introduce.

Understand and discover your Mosaic segments and your best Mosaic target audiences using the Mosaic Verticals portal. Contact your Experian Marketing Services representative, email experianmarketingsolutions@experian.com or call 1 877 902 4849 to learn more.