



# Mosaic<sup>®</sup> USA

Your customer segmentation solution  
for consistent cross-channel marketing



## We broke down the U.S. consumer landscape into digestible segments packed with insights

Experian's Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences and habits.

Our groundbreaking classification system paints a rich picture of U.S. consumers and their socio-demographics, lifestyles, behaviors, and culture. Through Mosaic, we provide marketers with the most accurate and comprehensive view of their customers, prospects, and markets.

Mosaic USA offers a common customer language to define, measure, describe and engage target audiences through accurate segment definitions that enable more strategic and sophisticated conversations with consumers. Using Mosaic USA lifestyle segmentation, marketers can anticipate the behavior, attitudes and preferences of their best customers and reach them in the most effective traditional and digital channels with the best messages and digital channels with the right messages at the right times.

---

### Mosaic paves the way to successful marketing:

- Accurate targeting
- Traditional and digital channel selection
- Strategic audience decisioning
- Consistent consumer experience



Are your cluster descriptions more than a couple years old? They may be obsolete, especially if the focus is on Millennials and their technology behaviors.

## Use Mosaic to prioritize your dollars and effort on your most valuable segments

Leading marketers around the world use Mosaic insights to identify the best traditional and digital channels for reaching specific consumer segments and maximizing the return on investment (ROI) on their cross-channel campaigns.

Mosaic provides a framework to help you identify the optimal customer investment strategy for each unique customer group. This framework helps you optimize your marketing between differentiating segments. For some segments the investment may be directed toward developing customer retention relationships. Others may be made to introduce new products and services that address unmet customer needs.

Because we know that expected ROI will determine your customer strategy - Mosaic can help you determine not only how much to invest in a customer segment, but also how to actually spend it.

---

### Use Mosaic to:

- Make smart customer investment decisions
- Build loyal, long-term relationships with your most valuable customers
- Deliver significant return on marketing spend
- Maintain consistent consumer experiences across touch-points

## Use the Mosaic portal to understand and compare your key segments in real time

Access to the Mosaic portal allows you to analyze and compare the combined 90 different profile-based audiences; 19 Mosaic Groups and 71 Mosaic Types.

A few clicks through the Mosaic portal, you'll be able to discover the unique occupations, sources of entertainment, preferred means of advertising, enjoyed activities and other unique characteristics that make up each Mosaic group and type. These insights can serve a multitude of marketing purposes. You'll be able to familiarize yourself with each segment to enable campaign messaging that truly resonates with each truly unique group or type of consumer. This will ensure your brand stays relevant in a marketplace where more and more brands are starving for consumers' fragmented attentions.



Mosaic helps us compare our ideal customer against our current core customer and build a profile for prospecting.

## Confidently fuel your marketing programs with more accurate segmentation

Mosaic enables superior campaign results through improved accuracy. Through our best-in-class consumer database ConsumerView<sup>SM</sup>, we've applied more than 300 data factors to classify the makeup of Americans and correctly assigning individual households to specific groups.

Mosaic provides more and better information about what drives your consumers' lifestyles and priorities. Through Mosaic, we're able to identify 98 percent of American households to ensure accuracy over time and provide an ideal balance of breadth and granularity.

The key characteristics, behaviors and interests of consumers within each segment help you paint a detailed portrait of your target consumers' preferences, habits and attitudes.

## Unify channels, platforms and processes with a common customer language

Mosaic's framework classifies and describes target consumers with a clear, consistent and unified customer value proposition. This common framework enables:

- Improved audience experiences across the landscape of customer touch-points
- Intelligent campaign development across traditional and digital marketing channels
- Improved operational efficiencies

---

### Breadth of data assets:

- ConsumerView<sup>SM</sup> national consumer database of 126 million households
- Predictive insights, property characteristics and summarized credit and automotive data
- The Mosaic USA<sup>®</sup> segmentation portal, which brings life to hundreds of behavioral and attitudinal data details

We build Mosaic segments with broader and deeper data, so its analysis of customer lifestyles, attitudes and behaviors is more accurate and actionable.



ACTIVE LIFESTYLE



POLITICALLY LIBERAL



URBAN DWELLER

## Mosaic USA group and type structure

<b>A</b>	Power Elite 7.17%	A01	American Royalty	2.02%
		A02	Platinum Prosperity	1.25%
		A03	Kids and Cabernet	0.89%
		A04	Picture Perfect Families	0.98%
		A05	Couples with Clout	1.11%
		A06	Jet Set Urbanites	0.93%
<b>B</b>	Flourishing Families 4.30%	B07	Generational Soup	1.29%
		B08	Babies and Bliss	0.87%
		B09	Family Fun-tastic	0.85%
		B10	Cosmopolitan Achievers	1.29%
<b>C</b>	Booming with Confidence 6.96%	C11	Aging of Aquarius	2.39%
		C12	Golf Carts and Gourmets	0.60%
		C13	Silver Sophisticates	2.68%
		C14	Boomers and Boomerangs	1.30%
<b>D</b>	Suburban Style 4.57%	D15	Sports Utility Families	1.15%
		D16	Settled in Suburbia	1.25%
		D17	Cul de Sac Diversity	0.58%
		D18	Suburban Attainment	1.59%
<b>E</b>	Thriving Boomers 5.95%	E19	Full Pockets, Empty Nests	1.39%
		E20	No Place Like Home	2.17%
		E21	Unspoiled Splendor	2.38%
<b>F</b>	Promising Families 3.80%	F22	Fast Track Couples	3.00%
		F23	Families Matter Most	0.80%
<b>G</b>	Young, City Solos 3.08%	G24	Status Seeking Singles	1.38%
		G25	Urban Edge	1.70%
<b>H</b>	Middle-class Melting Pot 3.52%	H26	Progressive Potpourri	1.60%
		H27	Birkenstocks and Beemers	0.93%
		H28	Everyday Moderates	0.53%
		H29	Destination Recreation	0.46%
<b>I</b>	Family Union 5.27%	I30	Stockcars and State Parks	1.63%
		I31	Blue Collar Comfort	1.16%
		I32	Steadfast Conventionalists	1.41%
		I33	Balance and Harmony	1.07%
<b>J</b>	Autumn Years 6.96%	J34	Aging in Place	3.15%
		J35	Rural Escape	1.89%
		J36	Settled and Sensible	1.92%

<b>K</b>	Significant Singles 4.74%	K37	Wired for Success	1.10%
		K38	Gotham Blend	1.37%
		K39	Metro Fusion	0.41%
		K40	Bohemian Groove	1.86%
<b>L</b>	Blue Sky Boomers 5.55%	L41	Booming and Consuming	0.92%
		L42	Rooted Flower Power	2.36%
		L43	Homemade Happiness	2.27%
<b>M</b>	Families in Motion 2.69%	M44	Red, White and Bluegrass	1.47%
		M45	Diapers and Debit Cards	1.22%
<b>N</b>	Pastoral Pride 4.62%	N46	True Grit Americans	1.31%
		N47	Countrified Pragmatics	1.14%
		N48	Rural Southern Bliss	1.56%
		N49	Touch of Tradition	0.61%
<b>O</b>	Singles and Starters 11.16%	O50	Full Steam Ahead	0.56%
		O51	Digital Dependents	4.24%
		O52	Urban Ambition	1.25%
		O53	Colleges and Cafes	0.84%
		O54	Striving Single Scene	2.68%
		O55	Family Troopers	1.58%
<b>P</b>	Cultural Connections 4.71%	P56	Mid-scale Medley	0.85%
		P57	Modest Metro Means	0.69%
		P58	Heritage Heights	0.51%
		P59	Expanding Horizons	1.29%
		P60	Striving Forward	0.91%
		P61	Humble Beginnings	0.47%
<b>Q</b>	Golden Year Guardians 8.77%	Q62	Reaping Rewards	1.79%
		Q63	Footloose and Family Free	0.45%
		Q64	Town Elders	4.63%
		Q65	Senior Discounts	1.89%
<b>R</b>	Aspirational Fusion 2.47%	R66	Dare to Dream	1.50%
		R67	Hope for Tomorrow	0.97%
<b>S</b>	Economic Challenges 3.72%	S68	Small Town Shallow Pockets	1.24%
		S69	Urban Survivors	1.62%
		S70	Tight Money	0.19%
		S71	Tough Times	0.67%

## Tailored Segmentation

Tailored Segmentation uses a sophisticated data-driven clustering system that leverages the 71 Mosaic USA types that match to 1st party data like yours. Tailored Segmentation allows you to regroup Mosaic types based upon the attributes you weigh as more impactful to your business.

Have you designed your own segments in-house? You can now apply Tailored Segmentation to those segments for deeper insights through a tailored analysis.

Are you still looking for a way to segment your market even though you understand your typical best customer? Tailored Segmentation can weigh these attributes and develop a custom clustering and analysis of your market.

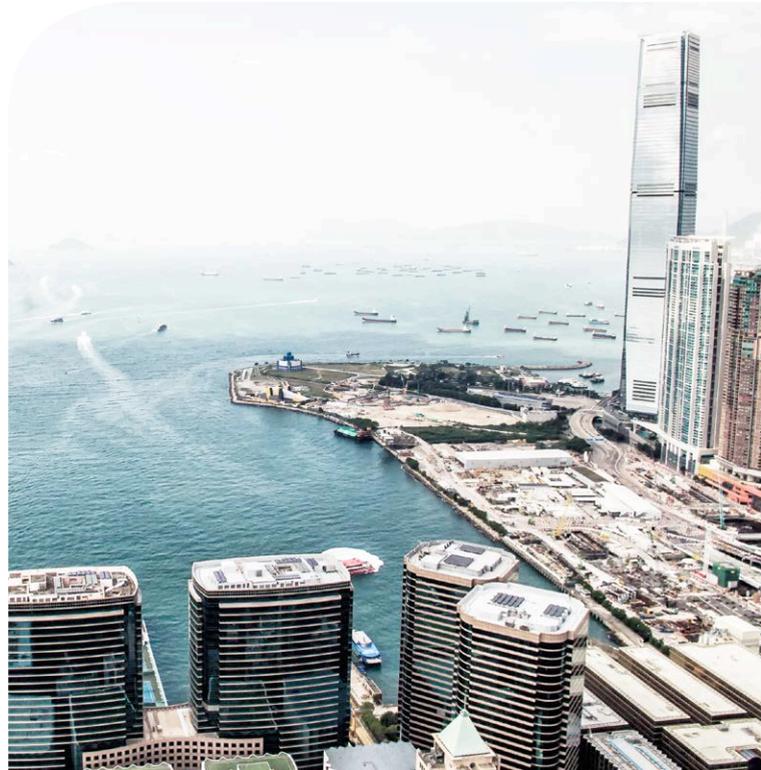
### Mosaic Global network:

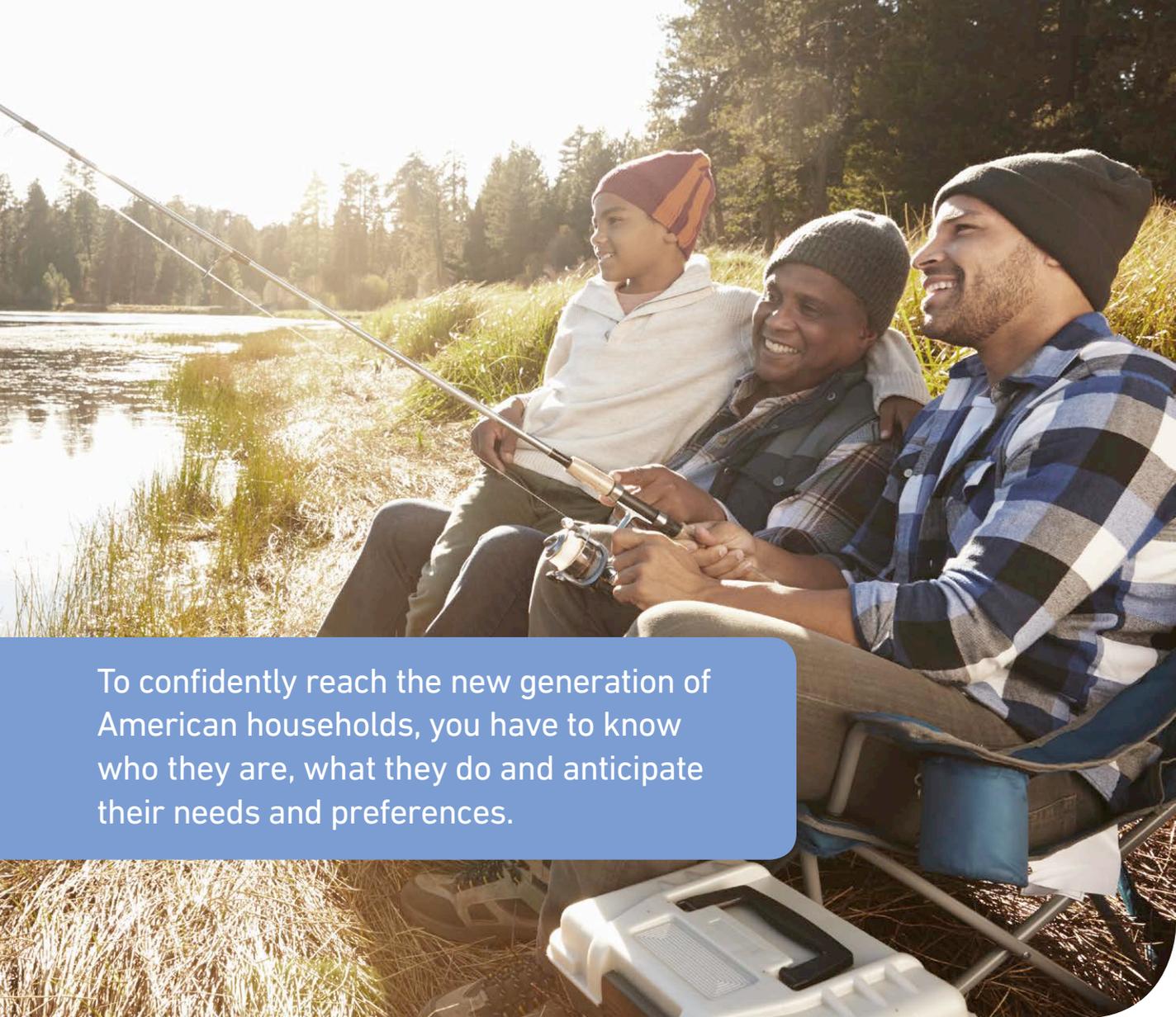
- Australia
- Belgium
- Brazil
- Canada
- China
- Colombia
- Czech Republic
- Denmark Finland
- France
- Germany
- Greece
- Hong Kong
- Ireland
- Italy
- Japan
- Netherlands
- New Zealand
- Norway
- Portugal
- Romania
- Singapore
- South Africa
- Spain
- Sweden
- United Kingdom
- United States

## Mosaic Global

Mosaic USA is part of a global segmentation network that classifies more than 2 billion people worldwide. Organizations leverage the Mosaic Global network of more than 28 countries to unify consumer definitions around a common customer language.

Experian enables marketers to tap into Mosaic Global's 10 distinct groups, which share common characteristics, motivations and consumer preferences. Using highly localized statistics and the simple proposition that the world's cities share common patterns of residential segregation, the 10 Mosaic Global Groups are consistent across countries.





To confidently reach the new generation of American households, you have to know who they are, what they do and anticipate their needs and preferences.



[experianmarketingsolutions@experian.com](mailto:experianmarketingsolutions@experian.com)



[experian.com/mosaic](https://experian.com/mosaic)



(877) 902-4849



---

**Experian Marketing Services**  
955 American Lane  
Schaumburg, IL 60173  
[experian.com/markingservices](http://experian.com/markingservices)

© 2018 Experian Information Solutions, Inc. All rights reserved

Experian and the Experian marks used herein are trademarks or registered trademarks of Experian Information Solutions, Inc.

Other product and company names mentioned herein are the property of their respective owners.

12/18