

Mosaic[®] USA

The best data powers the most robust segmentation

Powerful marketing starts with understanding your audience

Experian's Mosaic[®] USA proprietary household segmentation system makes understanding your patients easy. We've segmented the U.S. population landscape into 19 overarching groups and 71 unique types of consumers and put 300+ ConsumerViewSM data points into each segment to provide you with a 360-degree view of your patients' choices, preferences and habits.

Mosaic USA paints a rich picture of the U.S. population and their socio-demographics, lifestyles, behaviors, and culture using a common language to define, engage and measure target audiences. Using Mosaic USA lifestyle segmentation, you can anticipate the behavior, attitudes and preferences of your patient population and reach them in the most effective traditional and digital channels with the best messages.

Make Mosaic work for you

Mosaic lays the groundwork for marketers like you to market more effectively. Once you understand which segments best represent your patient population the possibilities are endless:

- You can better maintain a consistent audience across channels
- Learn which segments are most responsive
- Understand their desires and what entices them to convert
- Acquire contacts by reaching the right ones with the right message, at the right time
- Target specific high-indexing groups and types



Visit segmentationportal.com for access today.