SEGMENTATION SOLUTIONS TO
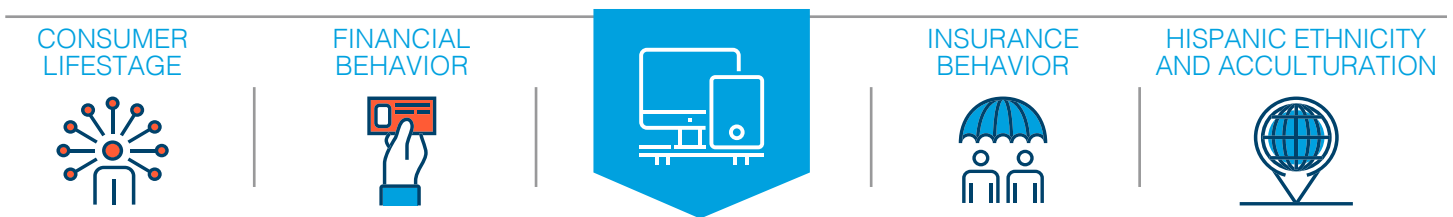REACH AND ENGAGE YOUR AUDIENCE

PERSONICX®

acXIOM

PERSONICX®

Market leading multi-dimensional segmentation solutions provide robust insights in ready-to-go personas for quickly defining audiences and creating exceptional customer experiences.

Personicx is a syndicated segmentation and analysis suite with global reach. Market-tested and proven segments are available for broad or specialized use cases, enabling quick and effective omnichannel marketing strategy and tactics. New to the U.S. market, Personicx Prime provides a powerful double cluster assignment at the individual and household level for better understanding and marketing to modern consumers.

PERSONICX PRIME:
Power personalized and relevant customer experience

| CONSUMER LIFESTAGE | FINANCIAL BEHAVIOR | | INSURANCE BEHAVIOR | HISPANIC ETHNICITY AND ACCULTURATION |

Acxiom Personicx gives you an unmatched resource for reaching your best marketing audience—across all channels— to help you narrowcast personalized and coordinated contacts for optimum results.

Whether used alone or together, all systems allow marketers to organize customers and prospects based on their demographics, socio-economics and essential buying behaviors to support key use cases:

- Customer segmentation for executing effective marketing strategy and tactics
- Robust audience portrait creation for deeper understanding of customers and their likely in-market behaviors
- Omnichannel audience definition and selection for coordinated acquisition, upsell, cross-sell, and retention programs across digital and offline platforms
- Creation of more relevant messages, content and customer experiences

The Personicx suite allows you to better know—and anticipate—your customers' demographics and buying behaviors, conduct market analysis, plan customer acquisition strategies, and create cross-sell/upsell and retention campaigns that are truly focused, personalized and powerful.

POWER YOUR MARKETING WITH PERSONICX

Only Personicx is built from the most accurate and complete data available at the actual household and individual level. All systems are linked to globally renowned syndicated survey sources, providing rich insights into thousands of attitudes, interests and behaviors without the expense of conducting your own primary research. The Personicx advantage provides marketers the greatest differentiation and predictive power for segmenting consumers. Bring in your own customer data for customized segments, and you'll have unprecedented multidimensional insights for an undeniable competitive advantage.

Powered by Acxiom's InfoBase® data, the Personicx suite includes:

PERSONICX PRIME
An innovative new segmentation system intended to better represent modern consumers and their interactions in a digitally oriented marketplace. Individuals are first assigned to one of 91 "Prime" segments for a multi-dimensional view of each individual, and then assigned to one of 79 "Person-at-a-Place," or" Place" segments to better understand the household in which the person resides. The Prime and Place clusters then map to one of 15 groups.

PERSONICX LIFESTAGE
A proven household-level segmentation system that places U.S. households into one of 70 segments and 21 groups based on similar demographic and socio-economic behaviors. Broad-reaching applications that fit most business models.

PERSONICX LIFESTAGE INSURANCE GROUPS
These 13 distinct groupings of the 70 Personicx Lifestage clusters segment U.S. individuals by similar demographic and insurance tendencies. Based on the proven performance of Personicx Lifestage, this framework provides a manageable number of segments for insights into insurance-related behavior.

PERSONICX FINANCIAL
An evolutionary "Regulation B friendly" segmentation system built from financial behaviors, grouping households by similar propensities for financial activities, regardless of demographic characteristics. Leveraging more than 70 different behaviors, households are placed into one of 54 clusters that map to 13 groups. The "go-to" for financial marketers and those looking to differentiate on financial behaviors.

PERSONICX HISPANIC
New insights into the Hispanic market, now at an individual level. Built exclusively for better marketing to the Hispanic market, this system leverages 15 unique demographic, socio-economic, behavioral and assimilation factors. It classifies Hispanic consumers into one of 55 clusters that map to nine groups.

For market-level analysis, Personicx Geo™ provides ground counts by cluster as well as a dominant cluster assignment for eight different geographic levels, ranging from ZIP+4® to block group to DMA®.

For all systems, you will have access to detailed demographic snapshots of each cluster, along with national distributions and counts in the Personicx Online Guide. Through licensing the Personicx-encoded survey data, you will also have access to critical information such as which competitors the clusters are more likely to shop, product usage, media preferences, attitudes toward advertising, interests and expenditures—both nationally and at a local market level.

UNDERSTAND YOUR MARKET

Personicx offers a full portfolio of reporting and analysis to allow you to know, compare and map your customers, all made possible by Acxiom's experienced consulting team.

- Customer Portrait Analysis
- Customer Maps
- Portrait Comparison Analysis
- SWOT Analysis
- Competitive Analysis
- Behavior Ranking Reports
- Lifestyle Snapshot Reports
- Market Ranking Reports
- Market Potential Reports and Maps

PRECISE CUSTOMER ANALYSIS
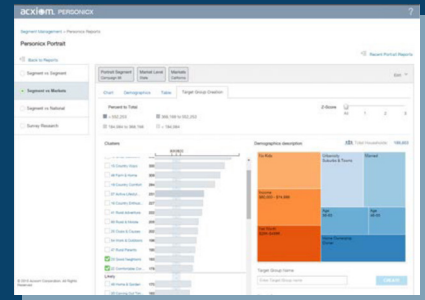
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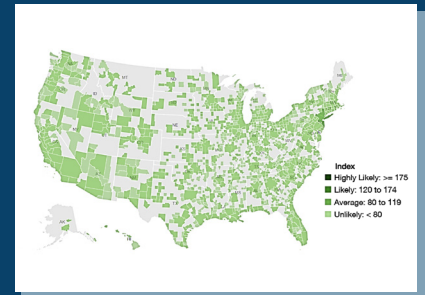
WHAT DO PERSONICX CLUSTERS LOOK LIKE?

PERSONICX PRIME: NATURALLY DIGITAL

With an average age of 29, these mostly high school graduates are into all things digital. Many watch TV on their smartphones, use all types of social media, and invest in wearable devices to track their progress with fitness goals. In general, they rarely watch primetime TV or read a print newspaper.

% Est. Married	% Est. Head of	Avg. HH Rank	Gender Male	Female	Digital Top Segment	Media Top Segment	Living Services Top Segment	Wealth Top Segment	Behaviors Top Segment	Political Top Segment	Neighborhood Top Factor
5 – 15%	88.4%	1.15%	48.2%	50.2%	Digital Titans	Multi-Consistency	Personal Improvement	Modest Starts	Risk for Reward	Liberal	Towers and Tropics

In addition to the U.S., Personicx segments are available for audiences in Germany and the UK. Additional segmentation options are available for other regions. Check out Acxiom's Global Data Navigator tool or contact Acxiom for more details.

FOR MORE INFORMATION

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