



## About Lifestyle Segmentation Research

Home Depot, Lowe's and Wal-Mart have one big advantage over local businesses: information. They know more about customers--their own and yours--then you'll ever know.

Now you can access the same demographic tools the big boys use to make sure your message hits the right target audience.

It's called Lifestyle Segmentation research, a powerful demographic tool that takes the guesswork out of your marketing.

Lifestyle Segmentation provides the answers the four questions every company needs to answer to create a successful marketing campaign:

- Who are my best customers and what makes them different from everyone else?
- Where can I find other people who are just like them?
- What are their lifestyles, habits and preferences so I can tailor my message to them?
- What media do they use most often, so I know where to put my message?

By combining data from the US Census with credit information collected by Experian, the nation's largest credit reporting agency, marketers now have the ability to analyze customer segments in a whole new way.

Most demographic profiles look at just one or two criteria, like age or income. Lifestyle Segmentation takes more than 100 variables into account to provide a richly detailed profile that includes everything from favorite retail stores to preferred investments to Internet usage.

This information works for any consumer-oriented business. Every neighborhood in the United States has been profiled, so no matter where you're marketing or to whom; you can identify the location of your best prospects.

Now, any local business can be on a par with the world's most successful mega-chains.

To learn more about Lifestyle Segmentation research, check out these websites: