

Mosaic Romania 2013 – How will you use it?

Recent discussions with our customer have highlighted the **under-exploited potential resulting from combining Mosaic with the internal customer data collected from transactions and behaviours.**

How can you use the wealth of information now released? The answer is a four-letter word: Mosaic should be used to **PLAN!**

However, PLANNING is a forgotten art in many organisations. This is because most organisations have so much data these days that they can REACT, e.g. to welcome emails, re-activation vouchers and cross-sell messages. They don't take the time to think about what they could and should be doing differently to **promote more profitable customer behaviour**, i.e. to INFLUENCE and DEVELOP rather than just SERVE the customer.

So, **how can your organisation start to plan with Mosaic?** Read on for a few ideas:

The principles are simple. In a world where customer data is constantly changing, a demographically-driven segmentation provides a stable framework on which to view consumer behaviours and pull insights from multiple other external sources, such as panel data, online behaviours and customer data. This provides the ability to track how behaviours are changing over time to assess whether there is anything that needs amending in the overall strategy.

Note: the word "segmentation" is used in a variety of ways. It should be remembered that Mosaic is a national segmentation based on the census and other data which is totally independent of the application area, whether it be for health planning, tax investigations or, used together with Micromarketer, for commercial use such as bank branch location planning, supermarket chain optimisation or for specific targeting from a shopping mall.

By far the most important factor is that Mosaic is independent of the choice of sample frame as required for market research and, as such, provides the stable framework mentioned above.

The first steps are to understand key performance indicators across Mosaic. The essence is to do it in a structured way, reviewing all key metrics in a holistic view. Most organisations tend to ad-hoc profile if they have a particular issue. By pulling together and reviewing metrics across such areas as customer penetration, acquisition by channel, on-boarding and conversion, product purchasing, channel engagement, lifetime value and churn, organisations can challenge areas of current customer processes. For example:

- Why are we recruiting so much through PPC when these customers are less likely to be high value?
- Why do we send out catalogues to all enquirers when some are much less likely to convert than others?
- Certain groups are more likely to purchase product x so why don't we lead with this in recruitment?

On the back of this analysis, organisations can then develop hypotheses to investigate further and construct a test plan to assess whether being more relevant and targeted will increase key performance.

Here is a summary of what you can do with Mosaic:

1. Use Mosaic as a 'common currency' across disparate data sources, such as research, behaviours and panels.
2. Compare high level metrics across the customer journey to find the best segments for each behaviour.
3. Armed with this information, review how you may want to test different communications &/or targeting at each stage – including geographical differences.
4. Review responses to your channels (DM, email, online), test more refined targeting and more relevance by channel.
5. Track shifts over time – which elements in your base are growing or in decline and will that have an impact on value?

For more information about how to make the most of Mosaic or start working with Mosaic, [contact us](#)

Read more about [Mosaic and Micromarketer](#).

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