

Non Named Postal Data 1.5m

Match your best performing customer types to this database using the geo profiling tool Mosaic Ireland, Experian's award winning Irish household segmentation product and quickly create a powerful prospect database, the data will provide further reassurance around GDPR compliance given the records are non personally identifiable and the pool of data allows any brand to test and roll out to considerable volumes with your best performing Direct Mail offers. Here are examples of some of the segments you could target:



Mosaic Ireland Group A: Established Wealth = 106,000 records

High-income households owning large, expensive homes within reach of city culture

Characteristics:

- ✓ Married living in expensive city fringe properties
- ✓ Older kids, high utility, telco/broadband users
- ✓ High Investors, substantial at charity donations



Mosaic Ireland Group B: Suburban Success = 124,000 records

Prospering families and couples who commute from suburban homes to good career jobs

Characteristics:

- ✓ Prospering families and couples who commute from suburban homes
- ✓ High achievers in their careers
- ✓ Mortgaged, heavy utility, telco, broadband users
- ✓ High spending on household, parenting, education, holidays, cars
- ✓ Technology savvy, good with charities



Mosaic Ireland Group M: Country Choice = 50,000 records

Mature families enjoying large, detached homes in undisturbed green and pleasant locations

Characteristics:

- ✓ Prospering families and couples who commute from suburban homes
- ✓ Large mature families
- ✓ Rural living and lifestyle choice
- ✓ Bungalows and detached houses



Mosaic Ireland Group C: City Achievers = 102,000 records

Highly educated urbanites developing their careers from convenient city locations

Characteristics:

- ✓ High achievers in their career
- ✓ High Internet usage and technology savvy
- ✓ High spend in leisure activities, Holiday makers
- ✓ High proportion of switchers for utility, telco, TV, broadband



Mosaic Ireland Group F: Family Focus = 174,000 records

Parents on good incomes who own mid-range homes on streets popular with families

Characteristics:

- ✓ Young families in provincial towns
- ✓ Cars are important
- ✓ Semidetached homes
- ✓ Busy family life and are value driven

Costs

Set Up
€190

Base Rentals
€120
per 1000

Selections
€10
per 1000

Minimum Order
€500