

QUANTA

Household Segmentation

Delivering a more granular level of customer insight by combining the best data with AI and deep learning.

Quanta Household Segmentation is built from Outra's proprietary property data to provide a comprehensive view of 29 million households in Great Britain. By applying the latest deep learning techniques, Quanta Household Segmentation is proven to be 17% more predictive and is instantly accessible via the Outra API.

Inform acquisition and retention strategies and improve the customer experience.

Dividing households into 50 discrete, descriptive and predictive segments, it can be further broken down into 200+ micro-segments and 2.9 million nano-segments. This granular level of consumer insight provides the basis for hyper-personalisation, improving the effectiveness and efficiency of your communications.

Based around non-personal data and fully GDPR compliant, the segmentation can be actioned across offline and online channels, to communicate with your customers and prospects in a timely and relevant manner.

Quanta Household Segmentation can be further enhanced to meet your business objectives. By combining the power of Quanta with your own data, such as loyalty, online, EPOS, CRM and relevant third-party data, a tailored solution will deliver a more nuanced and predictive view of your customers.

Quanta Household Segmentation helps your business:

- understand your customer base and how it changes over time
- reduce marketing wastage through more refined targeting and messaging
- understand the past, current and future behaviours of your customers
- optimise store location planning
- improve campaign ROI.

17%
MORE
PREDICTIVE
THAN OTHER
MARKET PROVIDERS

43%
MORE
COVERAGE

ACTIONABLE
ACROSS ALL
CHANNELS

Built from **500+** variables on **29M** households



Property Variables

Including property type, property values, ownership status, planning permissions and energy attributes.



Location

Including proximity to amenities and area attributes.



Life Stage Composition

Including age, income and household composition.

Quanta Household Segmentation - Example Pen Portraits

Nice home, Nice holidays

Mid 30's, they have a good income, a nice home and tend to go on holiday to exotic locations.



Property Type:	Terraced
Property Value:	£320k - £500k
Income Band:	£75k+
Age Band:	35-44 years old
Household:	Single person
Children at home:	2
Occupation:	Professional
Number of Cars:	1

Pen portrait T3KA10 | Proportion: 4.99%.

Successful Families

They have large mortgages and invest in the stock market. They travel and go on holidays all over the world.



Property Type:	Detached
Property Value:	£500k - £800k
Income Band:	£75k+
Age Band:	45-54 years old
Household:	Married family household
Children at home:	2
Occupation:	Professional
Number of Cars:	2

Pen portrait D2KA31 | Proportion: 1.31%.

For more information on Quanta Household Segmentation, contact us today.
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