# QUANTA

# Household Segmentation

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

Quanta Household Segmentation is built from our proprietary Quanta 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 API.

## Inform acquisition and retention strategies and improve the customer experience.

Dividing households into 50 discrete, descriptive and predictive segments, Quanta Household 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 segmentation solution will deliver a more nuanced and predictive view of your customers.

## Quanta Household Segmentation helps your business:

- understand your customer base at a granular or macro level
- customise your product, pricing and marketing strategy
- deliver more refined messaging and targeting through the most relevant channel
- optimise store location planning
- improve campaign ROI.
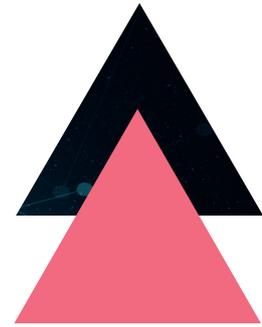
## 17% MORE PREDICTIVE
### THAN OTHER MARKET PROVIDERS

## 43% MORE COVERAGE

## ACTIONABLE ACROSS ALL CHANNELS

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# 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.
## sales@outra.co.uk | 020 3880 8485

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