

# QUANTA Household Segmentation

A geo-demographic segmentation built at household level using the most innovative deep learning techniques.

Quanta Household Segmentation classifies 29 million households in Great Britain into 37 descriptive and predictive segments. Based around non-personal data and fully GDPR compliant, it has been created from Outra's proprietary property data set, demographic, financial and locality data. Using an innovative deep learning approach, Quanta Household accurately predicts customer and prospect profiles.

By appending Quanta Household to your customer data at address level, we uncover insights that can be actioned across offline and online channels to communicate more effectively with your customers and prospects.

Quanta Household Segmentation can be further enhanced by combining the power of Quanta with multiple sources and types of data, such as loyalty, online, EPOS, CRM plus relevant third-party data to create custom segmentation solutions to meet your specific business objectives.

## Identify, retain and grow your best customers:

- get to know your customer base at household level
- understand your customers' purchasing behaviour
- identify your target customers
- deliver more refined campaign messaging
- improve marketing ROI.

**17%+** MORE  
PREDICTIVE  
than comparative solutions\*

**43%**   
MORE  
ACTUAL DATA  
than other market providers\*

**20**   
YEARS  
EXCLUSIVE DATA\*\*  
to train AI models

**GDPR**   
Compliant  
built from the household

Built from  
150+ features  
on 29M GB  
Households



### Outra Proprietary Data

Including property type, values, ownership status and property attributes.



### Locality Data

Including local area amenities, crime, census and school information.



### Demographics Data

Including household composition, age, income, occupation and social grade.

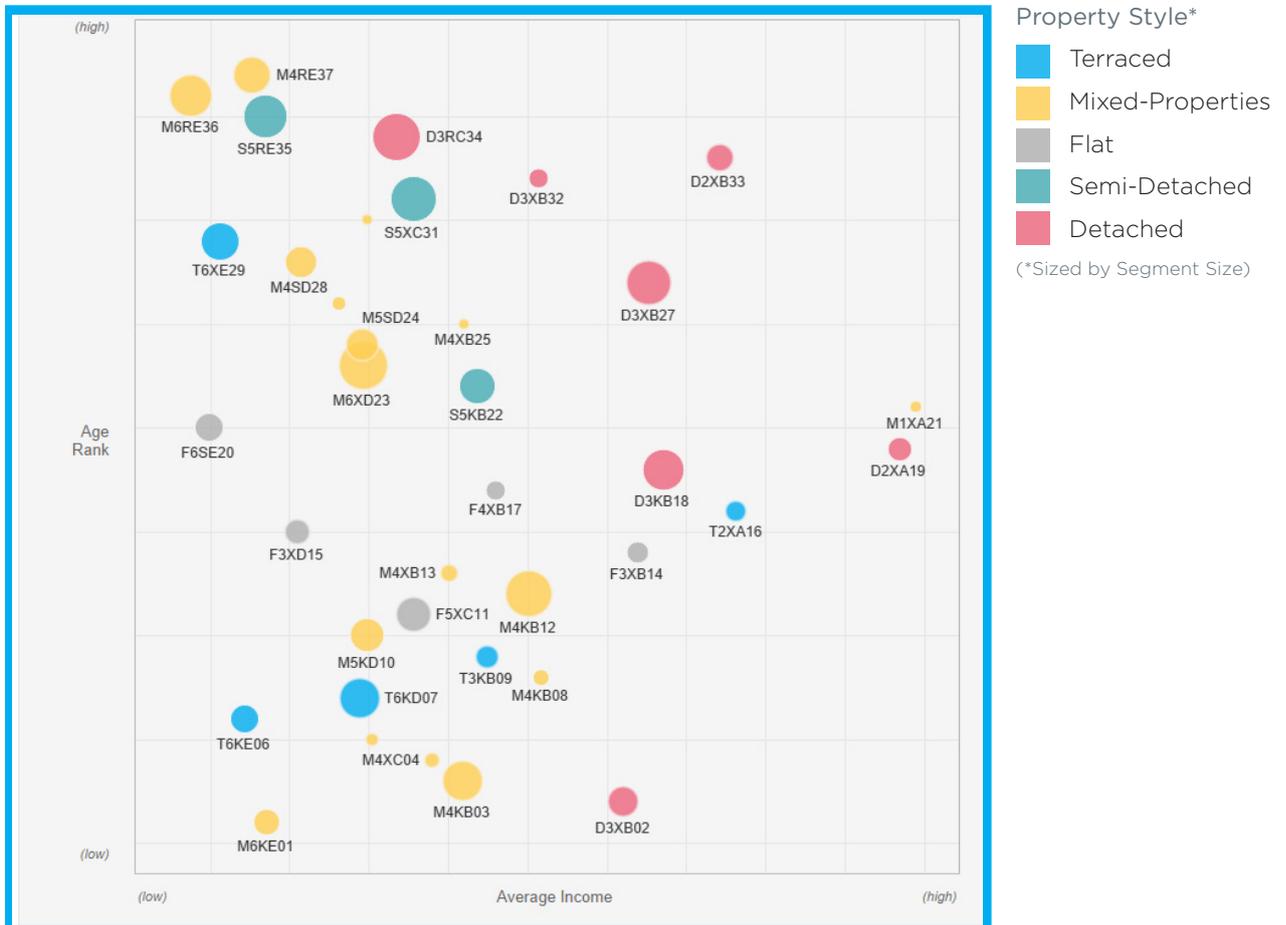


### Financial Data

Including savings, mortgage, investments, loans and credit card information.

Append your customers to 29 million households using Quanta Household Segmentation.

This plot illustrates the 37 segments by Age Rank & Average Income



To identify, retain and grow your best customers, get in touch for a free demo  
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