

# EQUIFAX HOUSEHOLD COMPOSITION

Delivering insights about UK households to help you achieve more profitable marketing campaigns

## What is it?

Equifax Household Composition combines our extensive data assets to create a view of residents at a property, including children. It can provide accurate and actionable insights on which to build a successful marketing strategy, such as:

- Who lives at a household
- How/if the residents are related
- The type of household – for example a family with young children, single adult or multi-occupancy of non-related adults

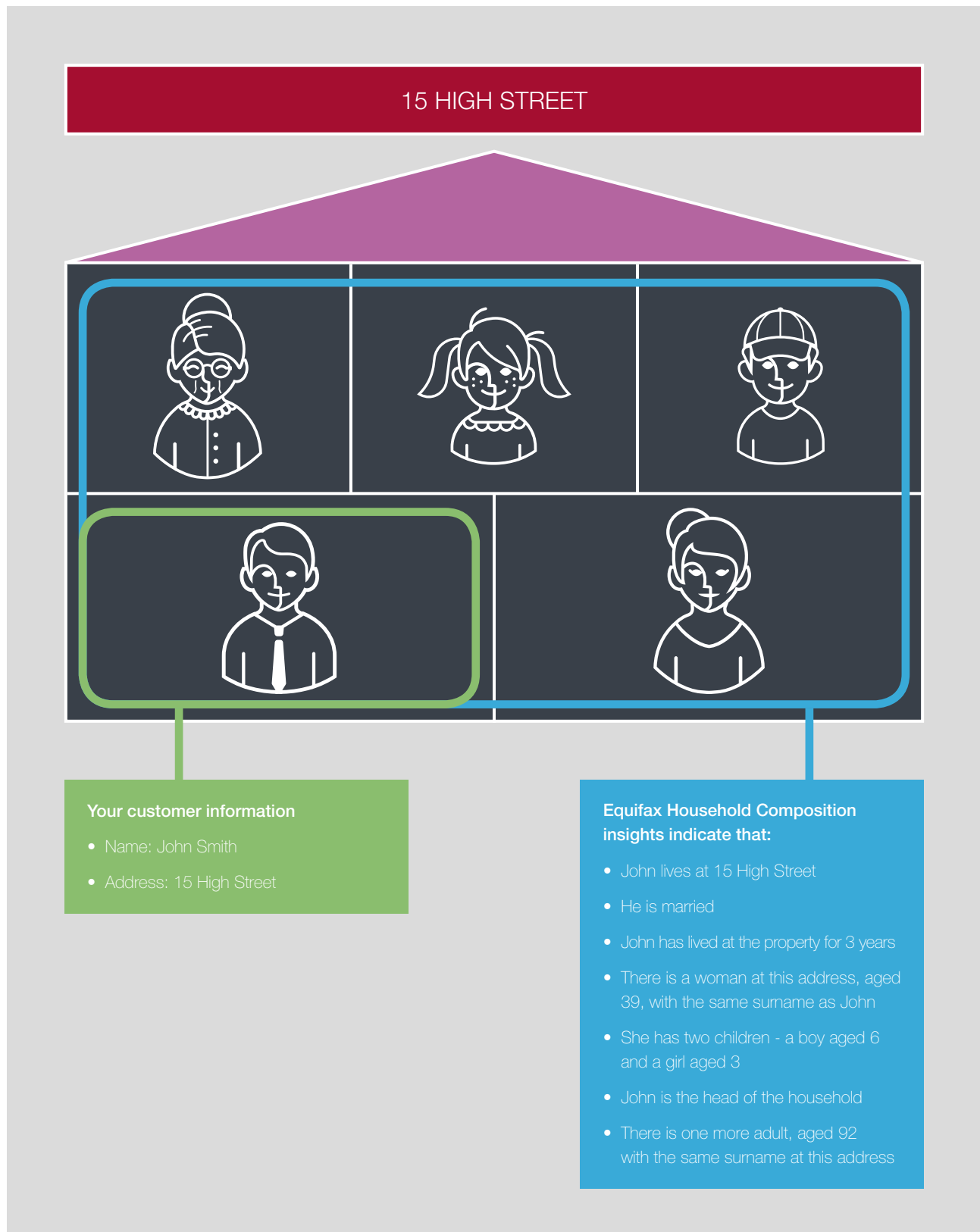
This information can enhance your understanding of both prospective and existing customers and help to better target and tailor messaging, potentially increasing the profitability of your campaigns. For example, you can segment your audiences for a specific campaign based on characteristics like presence of children to make your offers relevant to families.

## How does it work?

To achieve the best possible results we take your customer information, normally name and address, and enrich it with a wealth of insights tailored to your requirements.

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The following shows how the household information can provide a view of a family group:



## Enhanced Insights

These household insights can help your marketing communications be made more engaging, focusing on the benefits that are relevant to each individual and their position within the household. This can help boost your response and conversion rates and result in an improved customer experience which may lead to improved customer loyalty and potentially increased spend.

The insights into John's household can be further enhanced by the wealth of additional data that Equifax holds on UK consumers. For example, our data can indicate:

- The house is a rental property
- The house is in Council Tax Band B
- John has a good credit rating
- John is a company director

## Why Equifax Household Composition?

Equifax Household Composition can help you make better decisions about which products and services are suitable for an individual customer or household by better understanding who else lives with them and their relationship to each other.

- **Accurate:** We combine multiple data sources, including over 10 million child data records, to provide insights into a household.
- **Granular:** Individual level data including the age and gender of children will help you segment and target households more effectively with relevant messages.
- **Up-to-date:** Our database is cleansed and refreshed every month to ensure it remains up to date, so your marketing efforts are not wasted on inaccurate data.
- **Tailored:** Over 1,000 characteristics are available to support your marketing strategy; tell us your goals and we can offer you a solution tailored to your needs.
- **Targeted:** Our additional pre-screening services help to ensure you are only targeting individuals who are more likely to respond to your products or services.
- **Convenient:** We deliver the household insights to you in your preferred format – the full granular data or just a summary characteristic to aid faster selections and targeting.
- **Visibility:** We can enable you to upsell to your customers by indicating occupants you are unaware of.

We look forward to helping you enhance your segmentation and targeting strategies. To learn more contact us on **0845 603 6772**, or email [eumarketing@equifax.com](mailto:eumarketing@equifax.com)