

Influencers & Advocates

Smarter Digital Marketing

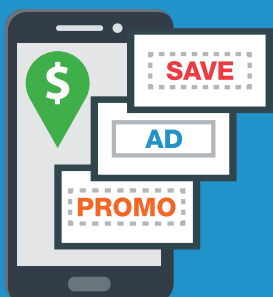
It's all about connecting with hyper-targeted audiences



In order to optimize digital marketing campaigns across multiple online, mobile and social media channels, you must first understand the behaviors and preferences of your target audiences. Here's what we discovered when we analyzed six segmented consumer groups as part of our detailed white paper, **U.S. Outbound Travel in 2016: Forecasts, Consumer Profiles, Spending Patterns and Key Segments.**

Mobile channels

are increasingly vital to consumers and marketers. Here you see the importance of focusing mobile marketing on segmented audiences with **specific messages & offers.**



Mobile Ads and Apps Work Much Better with Some Groups

Most Responsive

28%

Young, working adults (ages 20-34) mostly without kids

25%

Stable, suburban families (ages 30-49)

Least Responsive

Older (age 55+), wealthy, retirement-age adults

Location-Based Coupons, Discounts and Exclusive Offers are Very Important to Some

Most Important

42%

Stable, suburban families (ages 30-49)

41%

Young, working adults (ages 20-34) mostly without kids

40%

Young, successful professionals (ages 21-34) without kids

Least Important

Older (age 55+), wealthy, retirement-age adults

Influencers and advocates are highly specific groups who can help make your digital marketing programs more effective. They're much more active across all channels, **connect with brands online** and share their opinions with others. Know who these people are and regularly engage — **and reward** — them.

These Groups Like to Share Opinions by Posting Online Reviews



32%

Young, working adults (ages 20-34) mostly without kids

32%

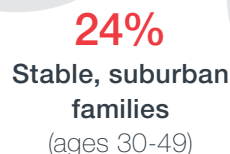
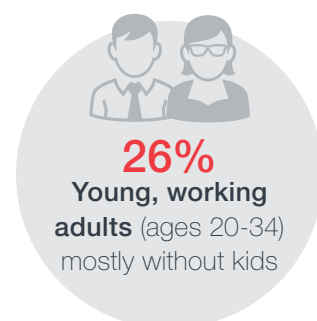
Stable, suburban families (ages 30-49)

30%

Young, highly-successful professionals (ages 21-34) without kids



Heaviest Users of Social Media



Most Preferred Social Media Channels Across All Groups:

facebook **You** **Tube**



Social media is like the wild west of user-generated content. It's critical to understand who your top users are and why they access it, so you can **better identify them** and work toward **increasing their engagement** with your brand.



Top Reasons For Using Social Media

- 1** Finding local information
- 2** Finding out about products & services
- 3** Receiving exclusive offers, coupons or other discounts
- 4** Showing support for favorite companies or brands

These Groups Will Recommend a Good Vacation to Others

75% Families (ages 35-50) with above-average household income

74% Young, highly-successful professionals (ages 21-34) without kids

73% Stable, suburban families (ages 30-49)

The Most Influential and Super-Influential Groups — Based on the Frequency and Spread of Their Recommendations

15.9% Families (ages 35-50) with above-average household income

15.6% Wealthy, older, retirement-age adults (ages 55-75)

15% Young, highly-successful professionals (ages 21-34) without kids

Want To Learn More About The Power Of U.S. Household Segmentation?

Equifax® and EyeForTravel Business Intelligence recently published a white paper — **U.S. Outbound Travel in 2016: Forecasts, Consumer Profiles, Spending Patterns and Key Segments** — that examines key consumer groups and their propensity to travel outside the U.S. based on income, lifestyle habits, purchase behaviors and more.

Contact Equifax today to get your FREE copy of the white paper.



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This infographic is the eighth of eight in a series highlighting consumer groups and insights featured in the white paper to help marketers strengthen performance and ROI through improved customer identification, relevancy and segmentation.

*All statistics in this infographic are derived from the white paper, US Outbound Travel in 2016: Forecasts, Consumer Profiles, Spending Patterns and Key Segments. This target group was created by examining propensity for international travel behaviors using The Economic Cohorts® segmentation system and the GRK MRI Survey of the American Consumer. This group consists of segments which are available for appending to customer files, as counts of households by market, census and postal geography, as well as digitally enabled for use in web, mobile, addressable TV and social marketing channels. Equifax and Cohorts are registered trademarks of Equifax Inc. Copyright 2017, Equifax Inc., Atlanta, Georgia. All rights reserved. EyeForTravel Limited is a registered company in England and Wales - Registered Number 06286442, 7-9 Fashion Street, London, E1 6PX, UK 17-1605