

# Cable, Telecommunications, and Wireless Propensity Digital Targeting Segments

## KEY BENEFITS

**Target consumers online** more effectively by using estimated communications propensities

**Eliminate wasted ad spend** by ensuring more ads are served to consumers with the wireless, telecommunications, and cable propensities you seek, and the capacity to buy

**Built using anonymous, aggregated data** collected by Equifax

## Efficient Online Targeting For Voice, Video, and Data Providers

As an online marketer, you know the importance of reaching the right audience with your ad campaigns. In fact, your success rests on it. In the highly competitive telecommunications space, you are actively seeking consumers with specific buying tendencies, a propensity, and the capacity to consume your products and services.

Digital targeting segments from Equifax help online marketers market more efficiently to consumers with the specific behaviors, preferences, or characteristics in their target audience. We help marketers reach consumers likely to purchase a smartphone, sign up for a bundled offering with High Speed Internet and TV, or be looking for the best pre-paid wireless deal.

## Cable, Telecommunications, and Wireless Propensity Digital Targeting Segments

Based on our Economic Cohorts® consumer segmentation system, Cable, Telecommunications, and Wireless Propensity Digital Targeting Segments take into account both interest and capacity to buy. Our unique buying capacity insights are driven by the Economic Cohorts methodology, which differentiates consumers by our industry-leading measures of household economics first. By combining insights into estimated household income, spending and credit with demographics, buying behaviors and product preferences, the Targeting Segments offer a powerful tool for delivering the right message to the right audience.

Our Cable, Telecommunications and Wireless Targeting Segments give communications companies the option of targeting households based on their likelihood to consume certain types of products in a variety of categories.



**EQUIFAX**®



The segments include:

### Wireless

Prefers Smartphone	Households likely to be a candidate for a smartphone
Prefers iPhone	Households likely to be a candidate for an iPhone
Prefers BlackBerry	Households likely to be a candidate for a BlackBerry phone
Average Revenue Customer	Households likely to be average revenue wireless customers, with basic level monthly wireless bills
High Revenue Customer	Households likely to be higher revenue wireless customers, with higher monthly wireless bills
Prepaid Wireless Plan Subscriber	Households likely to subscribe to prepaid wireless plans
Individual Wireless Plan Subscriber	Households likely to subscribe to individual wireless plans
Family Wireless Plan Subscriber	Households likely to subscribe to family wireless plans
Wireless Plan - Internet User	Households likely to use the Internet from their mobile device
Wireless Plan - Multi-Feature User	Households likely to use a wide variety of features on their mobile device

### Video

DVR User	Households likely to use DVR
High-Def Viewer	Households likely to have a High Definition TV
On-Demand Viewer	Households likely to watch Video on Demand
Premium Channel Viewer	Households likely to watch premium cable channels

### Internet

Heavy Internet User	Households likely to use the Internet frequently for a wide range of activities
Frequent Online Gamer	Households likely to play video or online games
Social Network User	Households likely to participate in online social networks

### Voice, Video, and Data

Triple Play Customers	Households likely to be candidates for Triple Play service packages
High Speed Data and Video Customers	Households likely to be candidates for High-speed Data and Voice service packages
Multi-Service Customer	Households likely to have a propensity for all types of voice, video and data service including DVR, HDTV, Video on Demand, and others
Most Reliable Payers	Households likely to pay their voice, video, or data communications bills on time

### Our Commitment to Privacy

Protecting consumer privacy online is one of the core values of Equifax. Our Cable, Telecommunications and Wireless Propensity Digital Targeting Segments are estimates of likely household characteristics built using anonymous, aggregated, neighborhood level data. Our digital products do not incorporate or reveal any personally identifiable information. Nor are these segments built using any data gathered about individuals' online behavior.

## CONTACT US

Info.DDM@equifax.com  
800-210-4323  
equifax.com/DDM

