

Digital Segments for Targeting Millennials

KEY BENEFITS

Better target the right Millennials online by combining insights into estimated household income, spending and credit, along with demographics, buying behaviors and product preferences.

Improve marketing performance and ROI by ensuring more relevant ads are served to more Millennials with the potential interest in and financial capacity to pay for your products, services and solutions.

Protect consumer privacy by using anonymous, aggregated, neighborhood-level data that does not incorporate or reveal any personally identifiable information or data about online behaviors.

Reach More of the Millennials You Care About

Digital marketing is fueled by data, and using the best data possible really matters when finding the right audience for your campaigns. This is particularly important when you're trying to reach the prized Millennial audience. Since Millennials are a diverse group, finding those with the potential interest in and financial capacity to pay for your products, services and solutions is key.

This is where Digital Segments for Millennials from Equifax can help. We offer digital segments powered by industry exclusive consumer economic insights and lifestyle data, plus the ability to reach the vast majority of Millennials since our industry leading database covers more than 95 percent of U.S. adults. This unmatched coverage can help to substantially expand your reach — and your digital marketing performance.

It's Easier than Ever to Target the Right Millennials

Whether you're marketing brokerage services to Millennials with high assets, or retail banking services to Millennials with high incomes, or you simply want to reach them with your offers for new auto loans, Digital Segments for Millennials can help. And, integrating these Millennial segments into your campaigns is easy since they are available within the major advertising platforms you currently use.

Deliver the Right Message to the Right Audience

Digital Segments for Millennials are driven by our consumer segmentation system, which takes into account both projected interest and capacity to buy. The methodology differentiates consumers by Equifax industry-leading measures of household economics first to derive unique buying capacity insights. By combining insights into estimated household income, spending and credit with demographics, buying behaviors and product preferences, Digital Segments for Millennials offers a powerful tool for delivering the right message to the right audience.



EQUIFAX[®]



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Better Data Drives Better Precision and Performance

Unlike other providers that rely on panel or survey data, Equifax directly measures approximately \$15 trillion in anonymous U.S. consumer assets and investments, representing nearly 50 percent of all U.S. consumer-invested assets.

This direct-measured data fuels our Digital Segments for Millennials to support more precise audience creation that ultimately helps drive stronger marketing results and performance. Ultimately, you get the same kind of customer insights that inform your offline efforts to power your digital display campaigns, and help you address daily marketing challenges that are unique to your business.

Available Millennial segments are listed below.

Millennial Segments	
Credit Card	<ul style="list-style-type: none"> ■ Millennials – Credit Card Transactor ■ Millennials – High Propensity for Credit Card Approval ■ Millennials – Likely to Respond to Credit Card Offer
Auto	<ul style="list-style-type: none"> ■ Millennials – Likely to Respond to Auto Loan Offer ■ Millennials – In Market for Auto Lease ■ Millennials – Recently Purchased Automobile ■ Millennials – Vehicle Owners ■ Millennials – In Market for Luxury Auto
Hospitality	<ul style="list-style-type: none"> ■ Millennials – Theme Park Visitors ■ Millennials – Travel Enthusiasts ■ Millennials – Casual Restaurant Diners
Wealth & Income	<ul style="list-style-type: none"> ■ Millennials – Total Investable Assets: Asset Range > \$250,000 ■ Millennials – Mass Affluent ■ Millennials – Young and On the Road to Wealth ■ Millennials – Discretionary Spending Range > \$50,000 ■ Millennials – Income Range > \$100,000 ■ Millennials – High Ability to Pay ■ Millennials – Investors
Insurance	<ul style="list-style-type: none"> ■ Millennials – Multiple Insurance Policy Prospects ■ Millennials – High Propensity for Auto Insurance ■ Millennials – Auto Insurance Target
High Credit Score	<ul style="list-style-type: none"> ■ Millennials – Aggregated FICO® - High Score
Student Loan	<ul style="list-style-type: none"> ■ Millennials – Likely Student Loan Consolidation Target



Protecting consumer privacy online is one of our core values at Equifax.

Our Commitment to Privacy

Protecting consumer privacy online is one of our core values at Equifax. Digital segments for targeting Millennials are estimates of likely household characteristics built using anonymous, aggregated, neighborhood-level data. Digital Segments do not incorporate or reveal any personally identifiable information, nor are these segments built using any data gathered about individuals' online behavior.

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