Inbound Insight

Connex Audience Segments

Understand Your Best Audiences, Simplify and Act

Connex Audience Clusters are groupings of consumers with similar demographics, behaviors and lifestyles and purchasing patterns.

By analyzing customers and prospects using Connex you will gain rich insights, allowing you to:

- Prioritize customer segments to the most responsive clusters
- Acquire new customers by targeting "look-alikes" of your best-performing clusters
- Maximize conversions with personalized messaging and offers at the cluster level
- Identify and remove the worst-performing clusters from campaigns with an 80/20 analysis

Connex is unique in that it consists of both household and granular geo-level segments and includes multiple meaningful ways to group clusters. Geo-clusters include Neighborhood and Family. Household Clusters group into Digital, Family, Generations, Life-Stage and Messaging. Our favorite Connex cluster dimensions - covering a range of use cases - include:

Household Clusters

- 130 Household-level segments
- Segment and deliver targeted communications, maximizing ROI by aligning your offers with those customers and prospects most likely to respond and convert.

Digital Clusters

- 35 Digital Lifestyle segments
- Use Digital Clusters to target consumers based on their online, social media, and mobile behaviors, buying habits and preferences.

Family Clusters

- 16 Family segments
- Ideal for higher-level segmentation and insight.
- Based on groupings the more granular Household clusters based on audience similarity.

Connex is available through our Batch User Interface as well as the Insight API for real time appends to inbound leads or new customers (based on name & address or just an email address).

Our data experts can help you determine which are best (and worst) clusters and recommend Look-Alike audiences or suggest which clusters to avoid based on an 80/20 Rule Analysis.

Data Services for Reach

- Email (& Phone) Append
- Reverse Email (& Phone) Append
- Name Append to address-only records
- Workers at Home (append home address)
- Append Address from Name and Nearby ZIP Code™
- Locate Owners of Rental Properties

Data Appends for Insight

- Demographic Package (60+ elements)
- Interests & Behaviors Package: (200+ elements)
- Plus and Premium Packages: (50+/200+ elements)
- Consumer Insight Models (300+ models)
- Cognitive / In Market Models (250+ models)
- Segmentation Systems & Consumer ID's

For more information, including cluster details, go to https://www.inboundinsight.com/resources

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