



# Total Consumer Insights

Drive Personalization, Analytics, Segmentation, and Activation



## The benefits of better targeting are clear

Engagement, customer experience, brand loyalty, and conversion rates all improve when marketers execute a personalized marketing strategy.

However, effective segmentation requires accurate and complete consumer identity data with rich attributes such as demographics and psychographics, online and mobile behaviors, buying propensities, purchasing history and more.

With robust consumer insights, marketers as well as the platforms and value-added resellers they leverage are **empowered to truly understand the consumers they engage with.**

Verisk's Total Consumer Insights solution enables marketers to maximize ROI and fuel analytics initiatives that optimize marketing performance, generate higher conversions, and reduce wasteful spending.

## The most comprehensive collection of U.S. consumer data

Featuring 250 million persistent individual IDs and 120 million households, Total Consumer Insights leverages Verisk's industry leading Identity Graph consisting of demographic and location data (lat/long coordinates, including geolevel precision assignments), offline contact markers, segmentation clusters, and census data.

Available as a standalone on-premise solution or via real-time API, it can be anonymized for brands and platforms looking to improve performance without onboarding PII.

## FIVE TIME WINNER MarTech Breakthrough Award

Total Consumer Insights has been selected the winner of the "Best Contact Database Solution" award for the fifth time.



## Total Consumer Insights Enables:



**Improved personalization** for customer acquisition, retention and loyalty through robust demographic, lifestyle and behavior attributes, including MarketShare and Consumer Passion Index data.



**Advanced audience segmentation** and look-alike targeting strategies with Connex Clusters that work as a highly predictive signal in models or as a standalone segmentation system.



**Audience activation** across the scope of omnichannel campaigns for consistent messaging wherever your consumers engage.



**Premium analytics and data modeling** fueled by the most comprehensive collection of U.S. consumer shopper data on the market.

**Improve omnichannel personalization through deeper insights into your customers' and prospects' identities, attributes, and in-market behavior.**



## Key Advantages:

**Industry-leading TrueSource™ Identity Graph** with over 250+ million persistent individual IDs with more unique attributes per person, 120 million households, and hundreds of segmentation clusters.

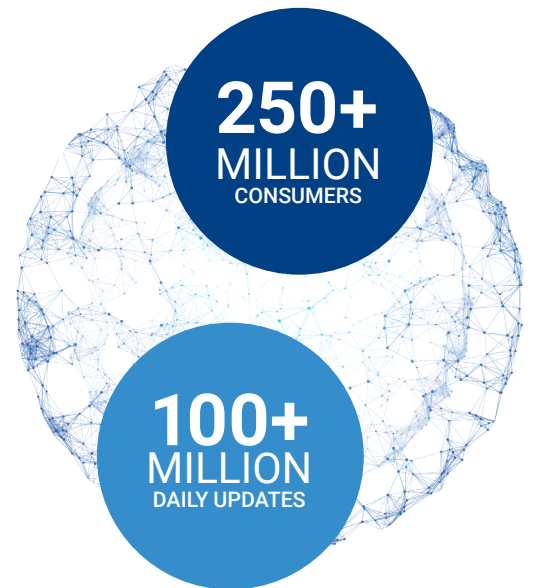
**State-of-the-art cloud-based identity resolution engine** empowers better linking of individual records and highly accurate household data.

**Offline and online contact points** such as names, addresses, phones, emails, MAIDs and IPs..

**Anonymized PII and synthetic keys** allow for personalized consumer experiences without exposing personally identifiable information.

**Unparalleled breadth** of profile attributes and identity markers linked to persistent IDs, all available via this one solution.

**Decades of expertise** leveraged in the compilation of robust solutions and strong intelligence models.



The foundation of any data-driven marketing strategy is to know the key demographics of the consumer:

**General Data**

- Name
- Age
- Gender

**Demographic Data**

- Education
- Occupation
- Language spoken

**Geographic Delineations**

- Address, city, state
- County
- Lat / Long
- Geolevel Precision Assignments

**Residential**

- Length of residence
- Homeowner or renter
- Dwelling type
- Market value of house
- Pool / Fireplace

**Family**

- Marital status
- Presence and number of children
- Single parent
- Number of people in household

**Financial**

- Household income
- Wealth score
- Credit card user
- Geo-Credit Risk

**Geo-Demographic Census Data**

- 27 key census fields (age, gender, etc.)

Learn more about your target audience – from behaviors, lifestyles, interests and spending habits to the cars they drive, and property they own. Gain a complete view of the consumer with additional insights via premium packages:

**Lifestyle, Behaviors & Propensity**

- InMarket Scores
- MarketShare Demographics (Transactional / Purchase- Based)
- Consumer Passion Indexes (Signals Reflecting Probable Interests)
- Connex Clusters (Segmentation Clusters - household, messaging, generation, lifestage)
- Connex Targets (Purchase Propensities)

**Auto**

- Make, model, year
- Vehicle class
- Style, fuel, mileage codes
- Purchase date
- Affinity make and style
- In Market New and Used

**Property**

- General Property
- Property Attributes
- Assessor/ Deed Info
- Mortgage Info
- Automated Valuation Model
- Home Equity

**Email**

- Up to 5 per individual
- Email confidence codes high and medium levels
- Email validation codes: Clean emails, recently verified, do not email

**Phone**

- Up to 3 per individual
- Phone confidence codes for high and medium levels
- Phone types: wireless, private landline and private VOIP

Connect with our team and we'll show you how to personalize the way you engage your current customers, lapsed customers, and even aged leads, by enriching your first party data.

Let's connect: [MarketingSolutions@verisk.com](mailto:MarketingSolutions@verisk.com)

Verisk Marketing Solutions, a business unit of Verisk formed through the integration of Infutor and Jornaya, empowers marketers and platform partners to deploy precise and personalized omnichannel interactions through a unique combination of identity resolution, and consumer intelligence solutions. Verisk Marketing Solutions data integrates with marketers' existing technology and evolves with consumers' ever-changing behavior while maintaining the highest data security and privacy standards. To learn more about the consumer intelligence solutions available through Verisk Marketing Solutions, visit [www.verisk.com](http://www.verisk.com).

