

Target Group Analysis

Understand your customers better



Target your sales and marketing campaigns better -
save money and time

Send your customer register
or a list of campaign results
to us

We analyse the data and
enrich it with target group
data

We provide a visual
presentation of the
demographics

Compare - find the potential - target



Compare different
groups

Which demographics have
delivered the best results



Find new potential

Find and use corresponding
groups in future campaigns

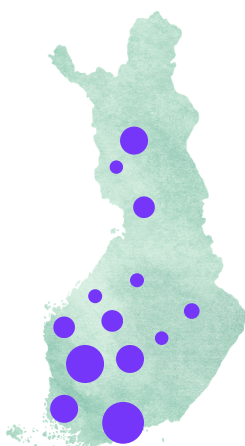


Target the campaigns
efficiently

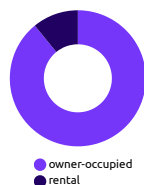
Improve campaign results by
targeting the right groups

Customer name

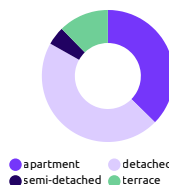
Geographic Distribution



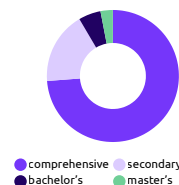
Housing Tenure



Housing Type



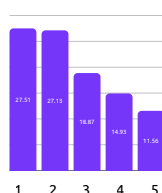
Estimated Educational level



Estimated Household

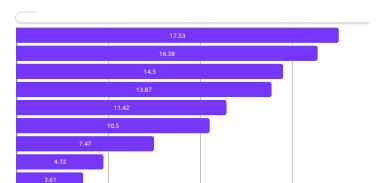


Estimated Income Level



Residential Area Profile

Affluent family-oriented residential areas
Well-off couples in low-rise residential areas
Lower-income rental areas
Mature urban and suburban areas
Aging residential areas in industrial towns
Elite family residential areas
Highly educated urban centers
Middle-income suburban area
Declining residential areas in smaller cities



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