



Mosaic[®]

The next generation of consumer classification for South Africa



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Experian Marketing Solutions' Mosaic SA is a consumer lifestyle segmentation system that classifies the South African population and enumeration areas into 36 unique types and 9 overarching groups, providing a 360-degree view of consumers' choices, preferences and habits.

This ground-breaking classification system paints a rich picture of SA consumers and their socio-demographics, lifestyles, behaviours, and culture, providing marketers with the most accurate and comprehensive view of their customers, prospects, and markets.

Mosaic SA offers a common customer language to define, measure, describe and engage target audiences through accurate segment definitions that enable more strategic and sophisticated conversations with consumers.

Using Mosaic SA segmentation, marketers can anticipate the behaviour, attitudes and preferences of their best customers and reach them in the most effective traditional and digital channels with the most relevant messages.



Use Mosaic to prioritise and focus investment on your most valuable segments

Leading marketers around the world use Mosaic insights to identify the most effective traditional and digital channels for reaching a specific consumer segment and maximising the return on investment (ROI) on cross-channel campaigns.

The future value of a customer can vary tremendously by segment, so Mosaic provides a framework to help identify the optimal customer investment strategy for each unique customer group. For some segments the investment may be directed toward developing customer retention relationships, while for others to introduce new products and services that address unmet customer needs.

The key factor driving customer investment decisions will be the expected return on that investment. Mosaic helps to determine not only how much to invest in a customer segment, but also how to spend it.

Use the Mosaic Portal as your segmentation tool to understand and compare audiences

Access to the Mosaic Portal allows you to analyse and compare the 9 Mosaic Groups and 36 Mosaic Types. A few clicks into the Mosaic Portal allows you to discover:

- The unique demographics
- Sources of entertainment
- Preferred means of advertising
- Enjoyed activities
- And more that are specific to the audience you wish to reach

Interacting with messages that truly resonate and engage with each unique audience will ensure your brand stays relevant in a marketplace where more and more brands are starving for consumers' fragmented attention.

“Mosaic helps us compare our ideal customer against our current core customer base to build a profile in order to to prospecting for that ideal customer.”





Confidently fuel your marketing strategies with more accurate segment definitions

Mosaic enables superior campaign results through improved accuracy

By applying more than 300 data variables to classify the makeup of South Africa, Mosaic correctly assigns individuals and enumeration areas to specific groups.

Mosaic provides detailed information about what drives these consumers' lifestyles and priorities. The key characteristics, behaviours and interests of consumers within each segment helps marketers paint a detailed portrait of their target consumers' preferences, habits and attitudes.

Unify channels, platforms and processes with a common customer language

Marketers can improve experiences across the landscape of customer touch-points with a framework that classifies, describes and targets consumers with a clear, consistent and unified customer value proposition.

Marketers can attract, grow and retain profitable customers by linking together marketing campaigns intelligently developed from Mosaic insights across traditional and digital marketing channels resulting in operational efficiencies. Mosaic also provides the greatest reach across an international network of consumer segmentations to unify a consistent view of target audiences across the world.

Gain insights on custom combinations of attributes using the Mosaic Audience Tool

Using the Mosaic Audience tool, users can select the consumer attributes that matter most to their business needs and run reports that allow them to better understand that particular audience. Perhaps a brand wants to learn more about neighbourhoods with high earners who are aged 45-54 and are interested in health and fitness. The Mosaic Audience tool identifies the most relevant Mosaic types associated with that audience and allows marketers to gain a deeper understanding of the segments' key features.

Mosaic South Africa Groups and Types

Group	Description	Type	Description		
A	Wealth To Do	9,86%	A1	Midlife Cruisers	0,90%
			A2	Secured Affluence	2,52%
			A3	Hard-working Money	2,86%
			A4	Platteland Progressives	2,47%
			A5	Prosperous Pensioners	1,11%
B	Up-and-coming	4,51%	B6	Upwardly Mobile	1,10%
			B7	Would-be Wealth	0,81%
			B8	City Convenience	1,57%
			B9	Student Digs	1,03%
C	Settlement Traditionalists	7,69%	C10	Diligent Settlement Households	2,08%
			C11	Adult Settlement Families	2,53%
			C12	Elderly-headed Homes	3,07%
D	Loyal Labourers	7,81%	D13	In the Family	1,79%
			D14	Manufactory Middle Class	1,30%
			D15	Farmworking Communities	2,54%
			D16	Senior Migrant Farmhands	0,75%
			D17	Migratory Hard Labour	1,44%
E	Blue-collar Communities	18,75%	E18	Generational Settlement Families	5,35%
			E19	Middle-aged Marginalists	3,08%
			E20	Coastal Low-wage Households	3,90%
			E21	Informal Country Tenants	3,64%
			E22	Breadline Families	1,56%
			E23	Modest Settlement Living	1,22%
F	Young Urban Survivors	9,20%	F24	Migrant City Settlers	1,51%
			F25	Indigent Settlement Families	3,61%
			F26	Single Room Landlords	4,09%
G	Subsidised Dependents	10,57%	G27	Sustainable Subsidised Families	3,73%
			G28	Subsidised Poor Households	2,54%
			G29	Impoverished Reliants	2,30%
			G30	Subsidised Penniless Transients	2,00%
H	Rural Traditionalists	17,58%	H31	Eastern Tribal Gap Households	7,00%
			H32	Inland Traditional Gap Households	6,87%
			H33	Senior Single Traditionalists	3,71%
I	Outskirts Families	14,04%	I34	Borderline Gap Households	7,60%
			I35	Baseline Gap Families	2,67%
			I36	Minimum Wage Rural Families	3,77%

Mosaic Custom and Global

Mosaic Custom

Mosaic Custom uses a sophisticated data-driven clustering system that leverages the 36 Mosaic SA types and aligns first party customer data. Mosaic Custom enables marketers to regroup Mosaic types based upon preferred weighted data attributes. Marketers who have designed their own segments in-house can now apply Mosaic Custom for deeper insights gleaned from a customised report.

If you have not found a way to segment your market but understand your ideal customer has particular attributes, Mosaic Custom can weigh these attributes and develop a custom clustering and/or analysis of your market. Clients will work with one of Experian's data analysts to determine the optimal combination of data, priorities, and weighting for each opportunity to ensure the most effective results.

Mosaic Global

Mosaic SA is part of a global segmentation network that classifies more than 2 billion people worldwide. Organisations leverage the Mosaic Global network of more than 28 countries to unify consumer definitions around a common customer language.

Experian Marketing Solutions enables marketers to tap into Mosaic Global's 10 distinct groups, which share common characteristics, motivations and consumer preferences. Using highly localised statistics and the simple proposition that the world's cities share common patterns of residential segregation, the 10 Mosaic Global Groups are consistent across all countries.

Mosaic global network

Australia | Belgium | Brazil | Canada | Czech Republic | Denmark | Finland | France
Germany | Greece | Hong Kong | India | Ireland | Israel | Italy | Japan | Netherlands
New Zealand | Norway | Poland | Romania | Singapore | South Africa | Spain | Sweden
Switzerland | Taiwan | United Kingdom | United States

Behind every customer is an individual.
Mosaic means you can start treating them that way.

Find out how Mosaic could help you, contact us: eza.ms.sales@experian.com

