



## CAMEO UK Retail E-commerce

### The next generation in UK retail consumer understanding

CAMEO UK Retail E-commerce is a consumer segmentation dataset, designed specifically for the UK retail market. It links postcodes to data on shopping motivations, payment preferences, demographics, and socio-economics. It can help you connect more profitably with your entire customer base by assigning each postcode to one of 23 categories that consider:

- Shopping motivations and preferences
- Preferred shopping channels (online / in-store)
- Payment preferences (online / in-store)
- Tech savviness
- Purchasing behaviours
- Income
- Age
- Household composition
- Property characteristics
- Employment status

### Consumer segmentation

Segmentation is the practice of dividing consumers into groups of individuals that are similar in specific ways relevant to strategic planning and marketing, such as property type, age band and social status. It can help you to target these groups effectively and allocate resources to best effect.

### Key applications for CAMEO UK Retail E-commerce

- **Customer insight:**  
Understand your consumers and their needs - tailor product offerings to target those consumers more effectively.
- **Store network planning:**  
Understand customers within a selected radius of existing stores and identify hot spots for new locations.
- **Market potential:**  
Strategic planning activity to identify market potential, drive effective local marketing plans and tailor product mix.
- **Optimise sales:**  
Define sales territories using CAMEO catchment insight to better select the right target market.
- **Benchmark:**  
Objectively measure store performance and market potential by brand or product.

## Derive insight from your customer database

No two people are the same but by understanding how your customers fit into different consumer segments, you can unlock valuable and actionable insights

Applying these CAMEO insights to your own prospect and customer database ensures the most relevant communications are delivered to the right people at the right time.

Campaign results can be fed back into your database for continual refinement, making your customer data work harder for you.

## Find and leverage your best customers

As well as building a clearer picture of your current customers, CAMEO UK Retail E-commerce can help you find “look-a-likes” through profiling analysis. By using CAMEO UK Retail E-commerce to plan your marketing and customer care activity you can focus your activity on the types of people more likely to respond and convert. CAMEO is used worldwide to understand market potential, segment and target the right prospects and optimise engagement to help drive down acquisition costs.

## Leverage smart consumer insight built on advanced intelligence

CAMEO UK Retail E-commerce is developed from an extensive range of demographic and spatial datasets sourced from statistics offices and data partners in the UK.

Our expert development team combine advanced methodologies with advanced technology to understand and exploit the complex interaction between variables.

This unique analysis enables the classification of millions of global consumers into highly discriminative CAMEO typologies.



### Meet Sarah

Online trend setter

Sarah is a millennial with an above average household income, lives in a flat and does not yet have a family. She always adopts new technology quickly and, so, loves to pay using Android Pay. She buys the majority of her travel, entertainment and electronic purchases online and mainly bases her decision about where to shop for food on location.

## 4 Dynamic benefits of CAMEO UK Retail E-commerce

### Wider coverage

CAMEO can be easily appended to all your customer and prospect addresses, so you have understanding and intelligence across your entire market.

### Unrestricted access

CAMEO UK Retail E-commerce is delivered as a postcode directory, giving you unlimited access to the information on 1.6m UK postcodes and the freedom to deploy in a way that suits you.

### GDPR considered

We follow robust data governance processes so you can use CAMEO UK Retail E-commerce with confidence to analyse your customers.

### Deeper understanding

CAMEO UK Retail E-commerce has a wide range of public, private and transactional source datasets and works with a global network of partners to give you access to deeper, accurate insights.

Isn't it time to **find out how** CAMEO UK Retail E-commerce can make a world of difference to your business?

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