Connect with the Consumers Most Receptive to Your Brand

Getting personal with consumers is crucial for capturing audience share and driving brand interaction throughout the lifecycle of your marketing strategy. Connex Audience Clusters are groupings of consumers who exhibit similar characteristics, so you can understand the unique attributes that comprise your most profitable audience segments. As a result, you can develop relevant strategies that drive conversion and promote longevity.

Connex Household Clusters

- Precisely segment and deliver targeted communications at the household level, maximizing ROI by aligning your offers with those customers and prospects most likely to respond and convert.
- One hundred thirty (130) household-level segments with similar demographics, behaviors, attitudes, preferences, buying habits and media consumption.

Connex Neighborhood Clusters

- Drive geo-based audience segmentation strategies that maximize your marketing budget when household-level targeting is not an option.
- Sixty-eight (68) segments defined by small-area geographies (e.g., ZIP+4) containing similar groups of consumers.

Connex Family Clusters

- Ideal for higher-level strategic segmentation and understanding of larger customer groups including categorizing household-level clusters into a broad category of similar audience segments.
- Sixteen (16) segments representing high-level groupings of the Household Clusters

Connex Generations Clusters

- Ideal for reaching consumers at specific life stages, as well as for marketing strategies that align with generational attitudes and experiences.
- Eighteen (18) segments grouped according to their generational cohort (Millennial, Gen X, Baby Boomer and Silent).

Connex Digital Clusters

- Target key demographic and/or life stage audience clusters based on their online, social media and mobile behaviors, preferences and buying habits—perfect for geo-agnostic strategies (online retargeting, social media campaigns, CPC campaigns, etc.)
- Thirty-five (35) audience clusters featuring similar digital lifestyles.

Connex Messaging Clusters

- Ideal for increasing the relevance of offers by tailoring the message to the unique profile of differing customer and prospect segments.
- Five (5) segments that represent wide-ranging groupings of the Household and Neighborhood Clusters.