

TELLUSANT QUICK READS

USES OF TELLUBASE

TelluBase provides unique and differentiated data on consumer economics. TelluBase provides comprehensive economic, demographic, and consumer-income-age data across every country, 25,000 subdivisions, and 2,500 cities around the world from 2000 to 2050.

Since many companies and organizations are still evolving in use of this data, we often get questions of how to use it best. Below we summarize some fantastic ways the information has been used in the past. They are all in the public domain.

This is only meant to provide a few interesting uses. It is far from a complete list of ways to leverage TelluBase. See the product at <https://tellubase.telluplan.com/>

Consumer-Centric Market Clustering

Modernized understanding of global markets based on consumer economics to accurately cluster business units

SABMiller Investor Presentation

Planning for New Consumers

Prepared industries for how African consumers will evolve and what types of companies will gain and lose as markets develop

McKinsey Presentation by Managing Director

Allocating Product Priorities

Used forward-looking trends of consumer classes to prioritize mainstream vs premium lighting products in different geographies

CSIL Market Research report on European lighting fixtures

Market Expansion

Measured true consumer size for retail in new countries in cities, which resulted in more cautious and profitable expansion strategy

Massmart (Walmart) CEO overview of expansion strategy

Identifying New Markets

Quantified number of new relevant consumers based on age-income consumer profiles across the Americas and Asian markets

E-Trade Report

Understanding Customers

Built portrait of different types of app users based on demographic and economic differences to better serve customers

AirBnB Report on Female Hosting Trends