It's who and where your customers are. We get you there.

mosaic™
Romania

Increase the value of your customers

Mosaic Romania helps you rank your customers into one of the 10 Groups and 45 Types to which they belong. This enhances the quality of your database and enables customised cross-sell and up-sell actions, with improved results.

With Mosaic you can measure your product penetration by segment, and in conjunction with your data, you can build propensity models to help you increase sales.

Find prospects

Mosaic Romania helps you to understand the Romanian consumer segments. It enables us to understand the optimal consumer profile for your business and build more targeted communication campaigns, with better results.

When you need action lists, you can select the groups and segments according to your desired customer profile. You can then get the information you need, together with the locations where to target those segments you have chosen. If you have a network of POS you can use it as a powerful tool to inform your decisions on where to open your next outlet. To do this, you select those regions where you want to work and we can tell you the precise distribution of the consumer groups and customer segments present.

Geo-marketing   *Targeting*   *Data enrichment*   *Data Quality Management*

If your business wishes to maximise the value of your customers, and to find others like them in Romania, please contact us.
Quote 1206 in your reply.