

Who uses Mosaic?



Understand your prospects and customers to make your targeting more effective.

Derive customer insight to seize up-sell and cross-sell opportunities.

Address key performance indicators for your business.

Mosaic for Advertising

- Quantify audiences
- Understand media coverage



Mosaic for Automotive

- Analyse the spatial demographics
- Identify areas of opportunity
- Prioritise dealer networks
- Create propensity models
- Support model marketing campaigns



Mosaic for Drinks

- Audit both existing and potential sites
- Plan sales and distribution networks
- Assess risks
- Segment the outlets
- Model site performance
- Benchmark sites and networks
- Roll-out new brands and profile the uptake



Mosaic for Financial Services

- Locate the best prospects
- Secure profitable customers
- Manage customer accounts
- Target customers with the right products and services
- Communicate via their preferred channels
- Set-up and develop retail networks
- Enhance the actuarial and underwriting processes



Mosaic for Telecom

- Understand patterns of churn to improve retention
- Calculate and track revenues per user type
- Locate early-adopters
- Identify cross-sell and up-sell opportunities



Mosaic for Retail

- Assess existing and potential sites
- Evaluate and plan networks
- Understand catchments and competition
- Segment the outlets
- Roll-out new brands and profile the take-up
- Target new customers and manage relationships



Mosaic for Utilities

- Acquire consumers who are high value, but low cost to serve
- Cross-sell relevant service and product offerings
- Personalise messages and the most appropriate media channels for communication
- Understanding the characteristics of profitable customers and helping suppliers develop the most appropriate strategies for retention



Mosaic for Property

- Understand the demographic characteristics of catchment areas
- Forecast lifestyle
- Competitive positioning
- Optimise retail mix
- Marketing support: communicate with customers and tenants



Mosaic for Government

- Via profiling understand the needs of the citizen
- Develop strategies to meet their needs
- Make services more accessible to the people
- Communicate through the most effective channels
- Support the citizen-focussed initiatives
- Localise the intervention



Mosaic is used in 29 countries world-wide to help organisations make wise investment decisions and to manage their businesses in an informed way.

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