

Customer Profiling

Customer Profiling Report - £300

The profiling system allows us to tell you more about your customers' demographics, habits, preferences, attitudes and perceptions. It is then possible to segment your customer base into groups and types.

Customer Drivetime Analysis - £140

Drivetime and distance analysis can tell you how far your customers travel to reach you.

Customer Mapping - £160

With up to 4 views per mapping you can see exactly where your customers are coming from by mapping their location.

Catchment Area Market Profile - £265

It is also possible to explore what customer segments there are in a certain area, for example a 1 hour drive-time radius from your location.

20% OFF FOR CUMBRIA TOURISM MEMBERS

All prices shown exclude VAT

New Customers

Rent a list of potential consumers of a certain customer type to market your product offerings to.

- Email addresses £100 / 1000 records
- Postal addresses £140 / 1000 records



To find out more about how customer profiling can help your business today please contact us:

01539 822222 info@cumbriatourism.org



Customer Profiling

Who are my customers?

Which customers should I target?

What do I target them with?

How do I target them?

Businesses that develop their product offerings, design compelling marketing messages and communicate directly with their target markets are much more likely to succeed in a more competitive market place.

Who are my customers?

All of your customers? Those who visit at off-peak times? Or maybe just visitors for a special event?

Whoever it is, the power of the postcode can help you better understand any of your customers. We use the Mosaic classification, developed by Experian, to classify a list of postcodes into 67 types of consumer.

Each consumer type comes with a profile detailing their age, family composition, housing type and tenure, social group, qualifications, income, job type, car ownership, newspaper choices, internet usage, marketing responsiveness, health, holidaying preferences, shopping habits, leisure interests, psychology, attitudes and preferences.

So, as long as you have a list of customer postcodes, ideally a minimum of 1,000...



....you can find out exactly who they are, what they like, where they shop, and how to best reach them.

Which customers should I target?

Are there any gaps in who you think you should be targeting?

The customer profiling report shows you who your business is and isn't attracting. Out of the 67 types of consumers there may be those you think you should be targeting more.

By comparing the number of customers you have in each consumer type to the split in the UK population you can see how many more there are for you to potentially target.

Mapping the geographical location and drive time of your customers your business's main catchment areas can also be identified. This lets you see exactly where your customers are coming from, show how far they are willing to reach you, and identify any areas containing large quantities of your existing customers.

What do I target them with?

Which marketing messages will have traction with your target types?

Consumer type profiles help you design marketing messages that match the likes and dislikes of target customer types as well as designing synergistic value added products and services.

How do I target them?

How do you make your marketing more targeted?

Customer mapping can identify areas with higher proportions of your target types making it ideal for PR and local advertising.

Direct mail and email lists can also be rented allowing you to target specific target types in specific locations.



Saving you time and money by not wasting your marketing on non-target customers

To start the profiling process make sure you claim a free map with no obligation:

