

Smarter Targeting, Smarter Planning, Smarter Buying. Know who needs you & find more of your best customers. Know the why behind the buy & transform insight to opportunity. Know where to buy & invest budget where it does more.

ConneXions® is a household segmentation system that groups consumers into 53 segments based on video, voice and data consumption, as well as consumer technology adoption, or Claritas Technoadoption. The 53 ConneXions segments fit within 10 Lifestyle Groups based on the combination of technology adoption, income, age and family structure, plus employment, urbanicity, tenure, education and lifestyle preferences.

Today's consumers have a multitude of technology, data and content choices across a myriad of platforms. This explosion of choice makes it difficult to identify and reach prospects effectively. Smart data is better data.

As a communications service provider, consumer durables manufacturer or other company focused on technology adoption, ConneXions provides unique data to predict adoption rates for technology based on video, voice, and data service purchasing preferences.

- Benefits: Find your next customer both online and offline. Determine the best cross-sell and upsell opportunities. Evaluate market potential for specific products and services. Sell smarter with a customized product or service message.

We help companies find customers.

Demographic Descriptors: The Demographic Description field is comprised of income, age class, household composition, education, employment, homeownership and technology use for each segment. For Segment 14, The Pragmatics, is described as Upscale Younger without Kids. For a complete set of demographic descriptors, please request the ConneXions Master Demographic Spreadsheet from your Claritas representative.

- Income (7 Groups): Wealthy; Upscale; Upper Midscale; Midscale; Lower Midscale; Downscale; and Low Income. Age Class (4 Groups): Mature; Older; Middle Age; and Younger. Household Composition (5 Groups): HH w/Kids; Mostly w/Kids; Family Mostly w/Kids and HH w/o Kids. Tech Use (4 Groups): High-Tech; Mid-Tech; Low-Tech; and No-Tech. Employment (5 Groups): Management and Professional; Mix; Service Mix; Blue Collar; and Mostly Retired. Urbanicity (8 Groups): Urban; Suburban; Second City; Town; Rural; Town/Rural; Metro Mix; and Mix. Tenure (5 Groups): Homeowners; Mostly Owners; Mix; Mostly Renters; and Renters. Education (4 Groups): Graduate Plus; College Graduate; Some College; and High School. Lifestyle Groups (10 Groups): Distributed within Younger Years, Family Life and Mature Years.

ConneXions provides a single customer concept because it can be coded onto nearly any customer data and is available on a wide network of leading survey, panel, measurement and list databases in the U.S. Beyond coding records for consumer-focused applications, ConneXions provides demand estimates of any market or trade area definition and profile databases of behaviors, including leisure preferences like shopping, dining, favorite magazines and TV shows. With these valuable insights, marketers can sell smarter and win bigger by crafting messaging specific to their audience across channels.

How we can work together:

- Audiences: Target with pre-determined or custom-built audiences. Append: Add Claritas codes to your customer or prospect databases. Distributions: Geographic counts of segments for trade areas, markets, regions.

Ready to get started? Visit mybestsegments.com or call 800-234-5973 to learn more.

Table of 53 segments categorized by technology adoption (High Tech, Mid Tech, Low Tech, No Tech). Each segment card includes a name, icon, key characteristics, and lifestyle preferences.

PREDOMINANTLY UNDER AGE 45, SINGLES AND COUPLES MOSTLY WITHOUT CHILDREN

Segments in Younger Years (Y) consist of mostly singles and couples who are typically under 45 years old and generally have no children in the household. Residents may be too young to have children and/or are approaching middle age and choose not to have them.

PREDOMINANTLY MIDDLE-AGED FAMILIES WITH CHILDREN IN THE HOUSEHOLD

Family Life (F) is composed of segments that are middle-aged and either defined by presence of children in the household or have high indices for households with children under age 18. They may be married couples or single parents.

PREDOMINANTLY AGE 55 AND ABOVE, EMPTY-NEST COUPLES AND MATURE SINGLES

Mature Years (M) includes segments whose residents are primarily empty-nesters or those with children in their late teens, away at college or rebounding back to mom and dad's home. At the household level, the primary driver is age, not necessarily the absence of children. Segments that are uniquely child-centered tend to be younger and are grouped under Family Years while those under age 45 and without children are grouped in Younger Years—leaving the last group of segments for the Mature Years.

At the household level, around age 45 is the cutoff for most segments. Among these younger segments, only those explicit in their definition for lack of children or with low indices for presence of children tend to be included in Younger Years.

At the household level, presence of children is the primary driver for many segments in this class. While this class also includes segments where the presence of children is not explicit at the household level, in general they do show high indices for that characteristic.



