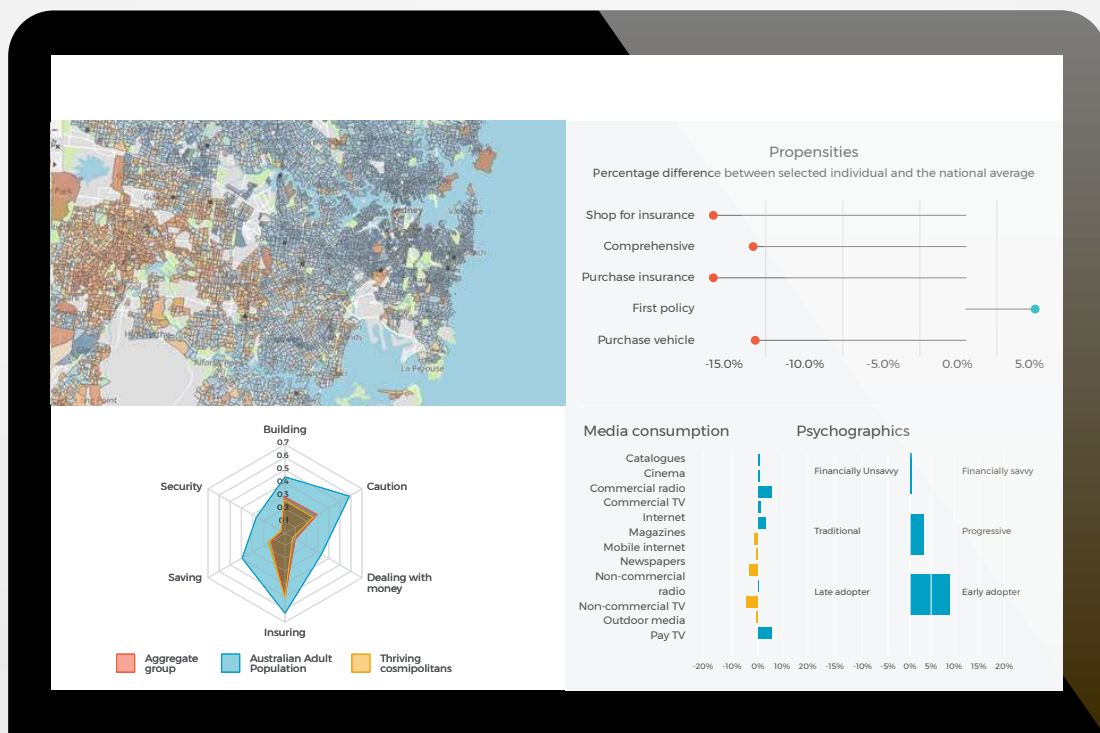


## Understand & find your customers

Knowing who your customers and prospects are, and how best to engage them is critical. Defin'd data provides rich information for each household in Australia, the individuals within those households and the vehicles they drive.





# Benefits



Enhance your understanding of existing customers using sociodemographic, attitudinal and purchasing behaviours



Understand in rich detail who your best customers are, how to reach prospects like them, and get marketing cut-through



Get richer, more precise knowledge of key acquisition segments and better ROI on advertising spend



Hooks directly into online activation platforms so you can go from insight to action



## How it works

Defin'd provides insights into the sociodemographic characteristics of each individual in Australia, including their attitudes, shopping behaviours, media consumption habits and mindset, as well as detailed information about their housing and vehicle assets.

By customising your audiences and selecting underlying traits and behaviours, Defin'd helps you to pinpoint the right customers and find more of your best customers.



## How businesses are using Defin'd

- Enriching CRM systems to support bespoke customer segmentation
- Using the added intelligence from Defin'd to create a holistic picture of customers and tailoring customer experiences and offers accordingly
- Improving the predictive power of customer propensity and value models
- Combining disparate internal and external datasets to develop micro-segmented customer acquisition strategies

### About Finity

*Finity's unrivalled depth of actuarial and strategic expertise has inspired a range of cutting-edge products focused on practical commercially aware solutions that add value to your business.*

### Contact

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