How well do you know your customers?

Traxion Customer Insights

The Traxion Customer Insights report lets you gain a deeper understanding of what makes your customers tick. The report includes:

- Demographic Characteristics
- Psychographic Profile
- Geographic Details
- Segmentation Modeling

YOUR BENEFITS:

- Greater in-depth understanding of your customers
- Ability to overlay customer profile to find best prospects
- Improved conversion rates

DEMOGRAPHIC PROFILE

The demographic profile section of your Traxion Customer Insights report provides a detailed understanding of the unique demographic characteristics of your current customers. Each demographic segment is represented by a chart or graph, followed by a description of the measurement and an explanation of the associated values or ranges.

EDUCATION
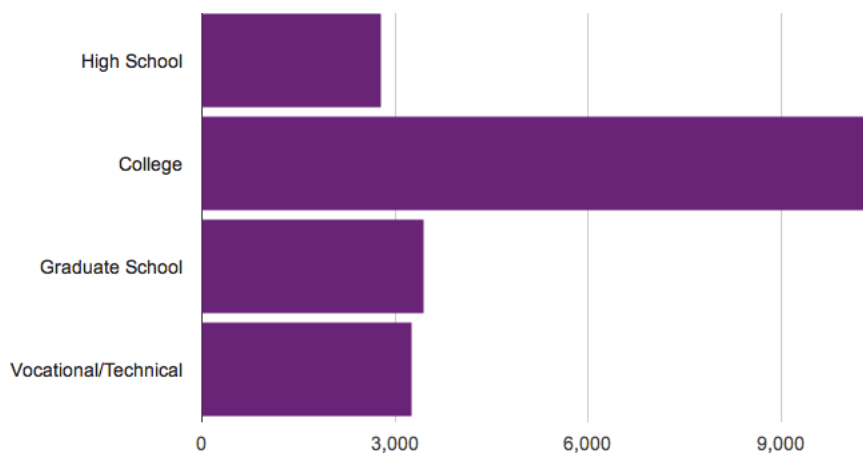
Your current customers are well-educated. The majority of your customers (52.3%) have earned a college degree. A smaller percentage of your customers have pursued advanced degrees (17.3%). Understanding your customers' education level helps marketers develop an effective communication strategy.

GEOGRAPHIC PROFILE

The geographic profile section of your Traxion Customer Insights report provides a detailed understanding of the unique geographic characteristics of your current customers.

One important consideration when working with a brick-and-mortar organization is determining the importance of location. Specifically, we believe it is crucial in the development of a sound database marketing strategy to determine a customer's sensitivity to the physical location of the closest location.
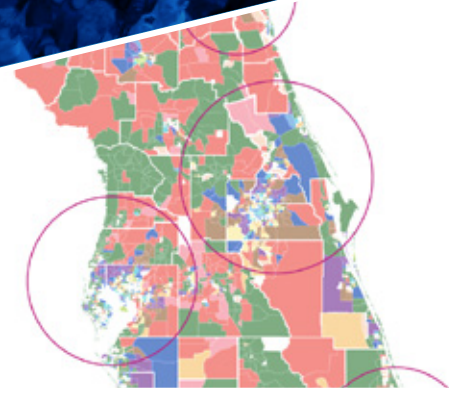
SOCIOGRAPHIC SEGMENTATION

Your current customers are mainly concentrated within four (4) metro regions. Each region boasts a diverse range of socioeconomic and demographic characteristics. A few segments stand out. According to information defined in the ESRI Tapestry™ models, the majority of individuals in the St. Johns County metro area of Jacksonville, Florida fall within the Boomburbs™ segment. Hillborough (Tampa) and Orange Counties (Orlando) host the Up and Coming™ segment. Palm Beach County and the surrounding areas of West Palm Beach, Florida have the highest concentration of the Silver and Gold™ segment.

PSYCHOGRAPHIC PROFILE

While demographic data is the cornerstone of basic target marketing, lifestyle and interests give us a better understanding of the "day in the life" of your average customer.

SOCIALGRAPHIC & BEHAVIORAL PROFILES

Information showing a cross-section of individuals who depend on the Internet for information, shopping and communication.

Internet Use

Mobile Device Use

Online Behavior

Spending habits and brand preferences are the cornerstone for our Behavioral Profile analysis.
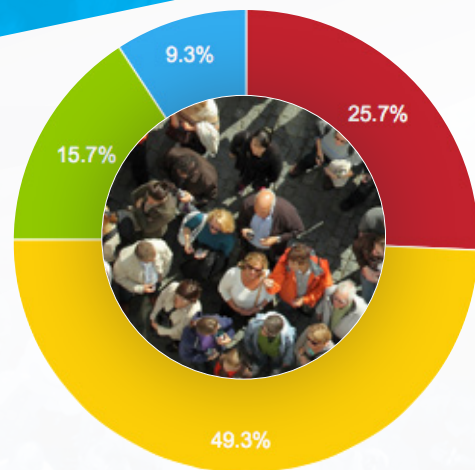
Buying Habits

Brand Preferences

Product Usage

TEMPERAMENT PROFILE

Certain psychographic traits—personality and attitude—we extended, modeled and distilled into **four distinct personas** (Aggressive, Expressive, Analytical and Passive). We used a blend of demographic and psychographic characteristics, along with our **multi-dimensional psychographic modeling algorithms** to determine the temperament of your customers.

9.3%

25.7%

15.7%

49.3%

Which Temperament Are You?

EXTROVERTED	INTROVERTED
Aggressive	**Analytical**
Expressive	**Passive**

TEMPERAMENTS

The Traxion Customer Insights Temperaments provide a level of insight beyond traditional customer profiling. Each temperament is presented as a hypothetical/typical persona representing your "typical customer" as well as your "best customer." Providing this type of information makes it easier to visualize a specific personality, and better understand our marketing recommendations.

TYPICAL CUSTOMER

The extroverted **Expressive** temperament has been described by the temperament theory of the ancient Greeks as the "Sanguine." The most common traits of an expressive individual include:

- Enthusiastic
- Emotional
- Optimistic
- Sociable
- Impulsive
- Persuasive
- Unorganized

EXPRESSIVE
ADVANCED DATA PROFILE