

Fresco is a powerful financial services segmentation tool. It classifies individuals within a household based on their financial behaviour, focussing on lifestage and affluence, financial product purchases and holdings, channel preferences and attitudes.

FEATURES

Fresco has been built by using the richness of GFK's Financial Research Survey data combined with CACI's extensive data sets covering demographics and lifestyles. It brings all these dimensions together into a single segment code at individual level which can be applied to both your customers and the market as a whole.

Fresco categorises individuals into:












APPLICATIONS

- Insightful understanding of customers and prospects
- Segment customer databases by combining Fresco with transactional data
- Enable market sizing projects
- Tailor product offerings with the appropriate messaging
- Understand consumers channel preference
- Identify New Product Development (NPD) opportunities
- Select the most appropriate Fresco segments for cross sell and acquisition campaigns
- Optimise branch networks
- Segment branches to understand the services best suited to the local population
- Target online display and social advertising through Fresco. Available in Hitwise

WHY FRESCO?

- High quality, extensive research data ensures a more powerful segmentation tool
- Classifies individuals not just households
- Rebuilt and updated regularly
- Additional coding accuracy by using multiple client variables
- More data than ever before on channel usage
- A wide range of support material
- CACI provide full training, consultancy, and ongoing support
- Proven and robust
- GDPR assessment conducted and changes applied to Fresco for compliance

KNOWLEDGE/INSIGHT

 Income and affluence	 Financial product holdings	 Channel usage and preference
 Lifestyle and lifestage characteristics	 Credit behaviour	 Financial attitudes
 Likelihood to switch	 House values	 Digital engagement

