fresco

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 is built by using the richness of IPSPS's Financial Research Survey with CACI's own wealth of data on the UK population. By bringing together all these dimensions into a single segment code. Fresco can be used at noth a strategic and tactical level, providing a universal vocabulary with which to describe your customers, prospects and the market.

Fresco categorises individuals into:

12	**52**	**130**
Segments	Sub-Segments	Micro-Segments

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

· Available for real-time decisioning via CACI's Data API

Applications

· Gain insight into 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
· Improve proposition development
· 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 advertising through Fresco

Knowledge/ Insight

£ Income and affluence	Financial product holdings	Channel usage and preference
Lifestyle and lifestage characteristics	Credit behaviour	Financial attitudes
Savings & investments	House values and tenure	Digital and technology beahviours

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