



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

## 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.

## Features

Fresco has been built by using the richness of IPSOS'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

**12**

Segments

**52**

Sub-Segments

**130**

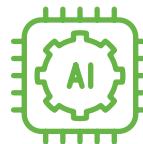
Micro-Segments

## Bringing Fresco segments to life with Fresco Live

Transforming our powerful static dataset into a dynamic, instantly usable, insight capability. Fresco Live brings the Fresco segmentation to life like never before. Built in partnership with Verve, it transforms static segmentation into dynamic, interactive personas, enabling brands to act faster and with greater precision.



By using Verve's award-winning Intelligent Simulations, Fresco Live transforms the 12 Fresco segments into living, interactive personas you can query, test, and learn from, as if your customers were in the room.



Through using AI we have turned Fresco from a static segmentation into an always-on decision tool, helping users to embed customer voices directly into their strategy, proposition, and journey design. Through the underlying LLM your teams can move faster, make decisions with more confidence, and stay closer to customers at scale, every day, across the business.



Whether you're planning acquisition campaigns, refining propositions, or optimising channel strategies, Fresco Live empowers you to embed customer voices directly into decision-making. It's segmentation with empathy, narrative and emotional insight, all in real time.

## 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



Income and affluence



Financial product holding



Channel usage and preference



Lifestyle and lifestage characteristics



Credit behaviour



Financial attitudes



Savings & investments



House values and tenure



Digital and technology behaviours



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**CACI**