



**Transforming our powerful static dataset into a dynamic, instantly usable, insight capability.**

## Introducing Fresco Live

Fresco Live is the add-on that 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.



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.



Shifting 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.



Your teams can move faster, make decisions with more confidence, and stay closer to customers at scale, every day, across the business.

## How is Fresco Live built?

Fresco Live is built using Verve's award-winning Intelligent Personas approach.

### Trusted

Built on known and trusted data. Validated by experts. Trusted by leading global brands.



### Evolving

Continuous updates with market shifts.



### Speed to insight

Insight in seconds, designed to help clients move fast and make better decisions.



### Secure

GDPR compliant and ISO 27001 secure.



## Fresco Live delivers immediate strategic value



### Instant access to segments via conversational AI

Real time access to dynamic simulations of key audiences of interest.



### Equip teams with everyday customer closeness

Build deep, organisation-wide understanding of lifestyles, keeping the customer voice in the room for faster, more confident decisions.



### Refine messaging and comms

Test different tone, claims, and framing with different segments to check what feels relevant, motivating, or off-key.



### Spot unmet needs and frustrations

Explore pain points in journeys for different segments, surfacing gaps and trade-offs that can guide ideas.



### Explore propositions and journeys

Pressure-test new products with priority segments, understanding motivations, blockers, and likely appeal before deeper testing.

## 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

Amir Hassan (Rising Metropolitans) +

In no more than 50 words tell me about your finances

Amir Hassan (Rising Metropolitans)  
I manage my finances carefully, balancing high rent with disciplined saving, putting aside £300 monthly. I've got a £4,000 personal loan for a course and save with an emergency fund. I prefer banking apps for easy management and pay off credit card balances promptly.

What are your thoughts on physical bank branches? Give a pros and cons list in a table

Amir Hassan (Rising Metropolitans)  
Here are my thoughts on physical bank branches:

Pros	Cons
Personal interaction	Time-consuming
Detailed Help	Inconvenient locations
Security for big transactions	Limited hours
I don't love them, prefer online banking for convenience and speed unless it's absolutely necessary.	

AMIR HASSAN  
Age: 32 years old  
Living: Brighton (renting with a friend)  
Job: Business Analyst

Rising Metropolitans