



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

Features

Fresco has been built by using the richness of IPSPS'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

51

Sub-Segments

124

Micro-Segments

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

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

Knowledge/ Insight



Income and affluence



Financial product holdings



Channel usage and preference



Lifestyle and lifecycle characteristics



Credit behaviour



Financial attitudes



Savings & investments



House values and tenure



Digital and technology behaviours



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