



ENGAGING THE FINANCIAL SERVICES CONSUMER

Better digital activation for financial segments



DATA ACTIVATION

Financial segments
you can trust

FRS clients

FRS segments

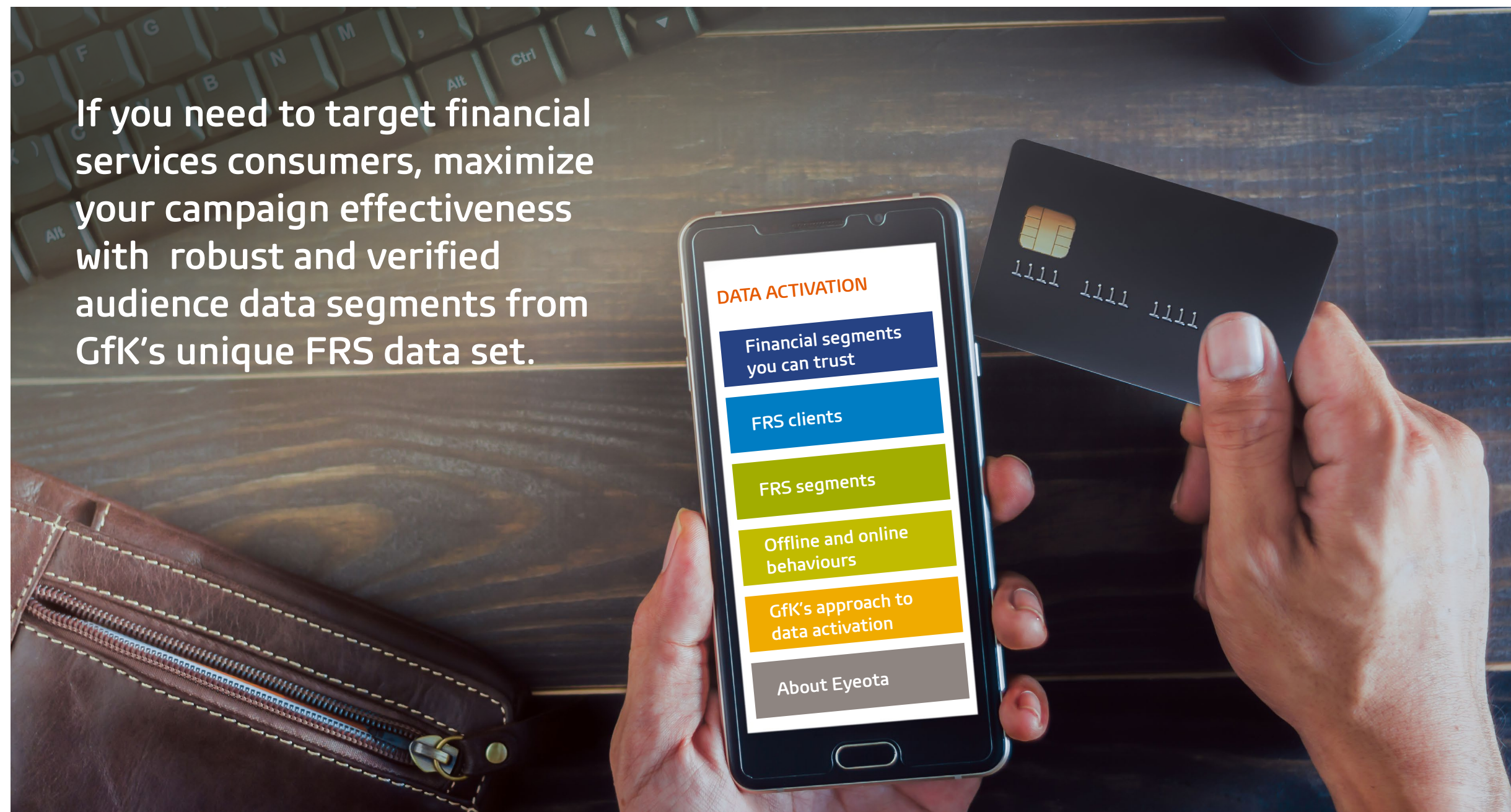
Offline and online
behaviours

GfK's approach to
data activation

About Eyeota

Contact us

If you need to target financial services consumers, maximize your campaign effectiveness with robust and verified audience data segments from GfK's unique FRS data set.





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GfK's FRS financial consumer data



A single customer view of the UK financial consumer

GfK's industry-leading Financial Research Survey (FRS) is the definitive study for UK retail financial services. Established in 1977, our research builds a complete picture of the UK financial consumer.

Our FRS segments reflect the behaviour of real people, resulting in far better campaign results for you.

From how they behave online – within the category and beyond – to product ownership and intention to buy, it's the perfect basis for your campaign planning.



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FRS data is already used by leading financial institutions





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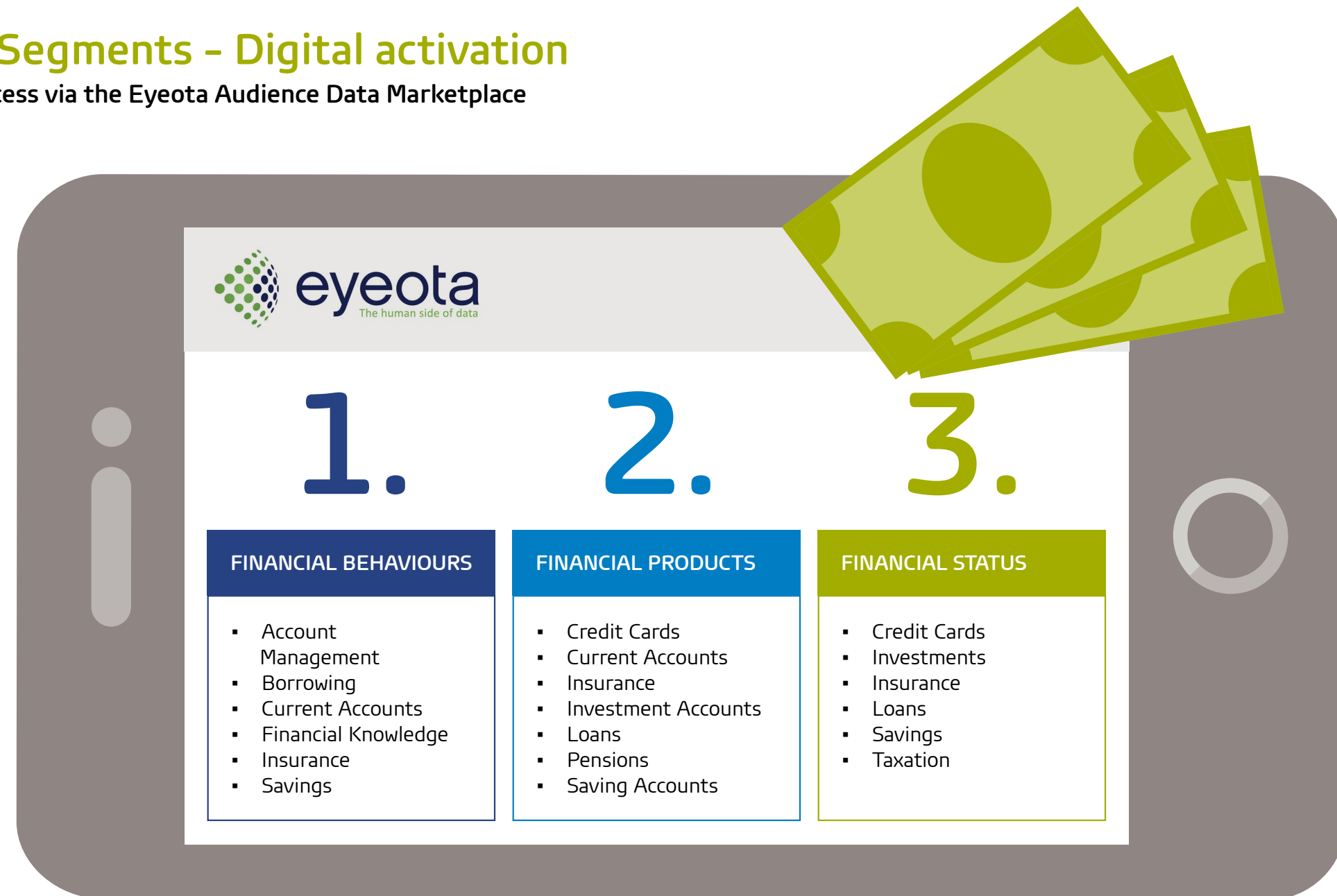
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FRS Segments – Digital activation

Easy access via the Eyeota Audience Data Marketplace





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Drill down into offline and online behaviours

Improve your online targeting with a range of segments that also includes customer behaviour in offline channels. Our segments help you get under the skin of the financial consumer, covering issues such as:

- **Recency:** Mortgage Account or Savings Account opened in last year
- **Brand Loyalty:** Current Account, Home Insurance, Motor Insurance, Loyal vs Switchers,
- **Financial Behaviours:** Comparison Websites User, Financial Content Reader, Telephone Banking User
- **Device use for Digital Account Management:** Desktop User, Smartphone or Tablet User for: Credit Cards, Savings or Current Accounts
- **Pet Insurance:** Insured and Uninsured Pet Owners





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GfK's approach to data activation

Marketers and media planners demand the best data for their campaigns. GfK is the global trusted source for relevant market and consumer information. Thousands of global companies rely on our data daily - our global reputation rests on the quality of the data we collect and provide.

GfK data assets

Every client has unique requirements. To help evaluate client needs and build custom data solutions:

- GfK draws on a raft of unique proprietary data sources including: Online, TV and mobile behavioural data, Geomarketing data, FMCG purchases by households, Consumer Life profiles, electronics goods sales and financial consumer data.
- We employ over 170 data scientists worldwide
- We partner with audience data specialists Eyeota, allowing advertisers and agencies to directly engage segments via the Eyeota Audience Data Marketplace.
- We also work in a bespoke way with client data and third party data sources to build a single customer view.





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About Eyeota  **eyeota**
The human side of data

The audience data marketplace

Eyeota is the global leader for audience data. Its platform partners provide marketers with data to reach the right online audiences and cut campaign waste. Deep audience insight helps users understand their customers as individuals not data points. This ethos is fundamental to our partnership. Eyeota currently has two billion unique profiles.

Eyeota supplies third party audience data to all major global and regional ad buying platforms, trading desks, DSPs, DMPs and ad networks so you can easily access the FRS segments.

www.eyeota.com

GfK's audience data segments are available to advertisers via Eyeota on the following platforms:






























a Neustar Service



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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

www.gfk.com

GfK. Growth from Knowledge