

# Lifestyle Profiling

Unique segmentation solution for gathering market research and intelligence of your target audience

Establish accurate consumer behaviour patterns and offer your customers more targeted products and services with our lifestyle data profiling service.

Our Lifestyle Profiles API can easily be incorporated in your businesses' websites or internal software, the services can be installed and integrated in minutes. Data8 demographics immediately identifies the life style and wealth of any applicant, clients can build models to anticipate the future behaviour of any applicant.

Our solution is a truly unique segmentation system that divides the UK into 80 mutually exclusive groups according to their postcode.

## Features

- Census data
- Wealth data
- Consumer activity data
- Land registry data

## Benefits:

- Increase marketing efficiency by segmenting target profiles
- Immediately identify the lifestyle and wealth of any applicant
- Greater intelligence into behaviour patterns of applicants
- Enrich your database and segment customer by demographics.



## Why Data8?

- **Save time and money** – Capture accurate and up to date data in real time saving time and money.
- **Peace of mind** – Our vast variety of credible data sources updated on a daily basis ensures your data is always of the highest quality.
- **Speed and accuracy** – Data is validated in seconds and updated daily ensuring accuracy.
- **Easy to install** – Available online as a plug in or installed on your premises, our application is quick and easy to install.
- **Enriched database** – Add new information to your data records and enrich your database
- **Brand Image protection** – Ensure your brand is protected by sending information to the right audience at the right time.
- **Support** – Dedicated support

## About Data8

We believe that clean accurate data is the key to every successful business and this has been our philosophy since the beginning. This philosophy has enabled us to become the leading total data quality solutions provider so customers can completely trust their data.

Our team is at the core of our business, from our head office in Chester we have dedicated teams whose deep understanding of data quality solutions ensures that we offer the very best service to our customers.

## Documents & Samples:

Comprehensive lifestyle profiles documentation and samples are provided to walk you through the installation. [Click here](#) or visit the developers section of our website.

## Why not also try:

Lifestyle profiles is part of our suite of Data Profiles Services which also includes [Business Profiles](#).



☎ 0151 355 4555

✉ info@data-8.co.uk

🌐 www.data-8.co.uk

Data8 Limited 4 Venture Point Stanney Mill Road Chester CH2 4NE