



PERSONICX PULSE

UNDERSTANDING CHANGING CUSTOMER BEHAVIOUR IN THE COVID-19 ERA

The COVID-19 pandemic caused swift and widespread changes to almost every aspect of life in ways few if any have experienced in their lifetimes. Now is the time to reflect on these changes, assess their impact and begin to look forward. To help with that, we surveyed 10,000 people in the U.S. and 5,000 people in the UK to explore four key dimensions of behaviour: 1) economic impact; 2) level of confidence; 3) new habits; and, 4) responses to the pandemic and public health measures.

And now, through the power of Personix, you can link this research to your customer base, as well as use it to quickly identify audiences of interest. Through coding the respondent files with select Personix segmentation systems in the U.S. and UK, we can now understand pandemic-related behaviours by Personix cluster. By applying them across your customer base, you will be able to continue to offer new and relevant customer experiences.

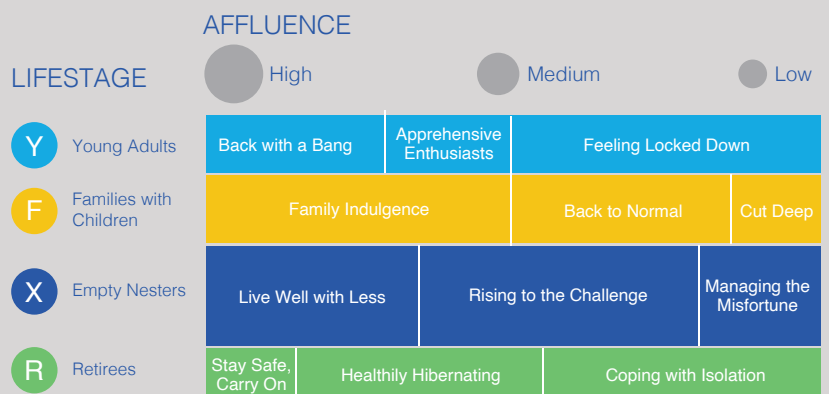
KEY BENEFITS

- Creating more relevant messages, content and customer experiences
- Executing effective marketing strategies and tactics
- Developing a deeper understanding of people and their likely in-market behaviours
- Defining omnichannel audiences for coordinated acquisition, upsell, cross-sell, and retention programs across digital and offline platforms

OUR APPROACH

Personix has been customised to form a 12 segment solution designed to provide a fast and effective way of linking insight from topical research to the UK population.

The resulting segments are categorised into 4 Lifestage and 3 Affluence groups and given meaningful COVID-19 related cluster names based on the pandemic insight.



Insights were generated across the Personix Covid-19 segments derived from Acxiom's proprietary representative coronavirus survey of more than 5,000 UK consumers in May 2020. We related the number of individuals in each cluster and group agreeing with particular statements in the survey to the national distributions to identify characteristics that households in each cluster and group are more likely to have as compared to the rest of the nation.

These relevant and timely insights into the impact of the pandemic on each Personix segment provided intelligence to help guide more meaningful and relevant interactions with customers. For example:

**YH – Affluent Young Adults
BACK WITH A BANG**

Individuals in this group are more likely to exercise once every other day during the pandemic and feel great physically. However, they are struggling mentally due to employment uncertainty and because they are used to being socially active. Hence, they plan on going to gyms, restaurants and pubs more often when lockdown is relaxed.

Example of Social Connectors behaviour shifts:

EMPLOYMENT/FINANCIAL

Saving 75-100% less during the pandemic than prior

RETAIL

Much more likely to purchase furniture and appliances online after the lockdowns are lifted

PERSONICX PULSE IN ACTION: AUDIENCE DEFINITION

1



Marketer has an audience in mind to market to (e.g. more likely to buy an auto online during the coronavirus pandemic)

2

ACXIOM
Personix Pulse
Personix Lifesage Cluster Portraits - Available Coronavirus Portraits

Question	Response
A2 Plan To Purchase A New Car From	Traditional Dealer
	Online
	Supermarket
	Other

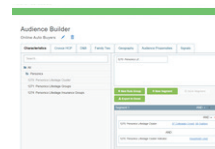
Marketer finds question/answer combo in Planner to fit the desired audience

3

Index	Cluster #	Cluster Name	# of HHs
420	57	Collegiate Crowd	1.0%
330	58	Outdoor Fervor	0.7%
220	52	Stylish & Striving	1.4%
208	56	Metro Active	0.6%
204	68	Staying Healthy	0.5%
203	59	Mobile Mixers	1.2%
200	70	Favorably Frugal	0.5%
236	61	City Life	0.9%
230	24	Career Building	2.4%
211	19	Country Comfort	1.5%

From the Planner, pull the indices and sort descending index to identify top indexing clusters

4



Top indexing clusters used as Audience. Select for desired channel (e.g. select clusters 57, 58, 52, 56 in Audience Cloud and distribute to Adobe)

5

Cluster #	Cluster Name	Age	Marital Status	Home Ownership	Children	Est. HH Income	Economic Rank	Urbanicity Rank	Suburbs & Towns	Net Worth	Net Worth Rank	# U.S. HHs
67	Collegiate Crowd	18-29	Single	Renter	No Children	\$15,000-\$24,999	69	Urbanicity	Rural	<\$25k	68	1.0%
58	Outdoor Fervor	18-29	Single	Renter	No Children	\$15,000-\$24,999	57	Urbanicity	Rural	<\$50k	64	0.7%

Leverage Personix personas for tailoring messages, offers, versioning and improving the customer experience

Acxiom's proprietary Personix segmentation systems are the most precise, descriptive and predictive on the market. Personix historically has been the favored consumer segmentation marketing tool for many Fortune 500 companies as well as brands aspiring to this pinnacle of success.

Solutions available from this study include:

- Personix Coronavirus Media Planner
- Personix Coronavirus Storyboards
- Personix Coronavirus Audiences
- Personix Coronavirus Geo Indicators

FOR MORE INFORMATION

putting these insights into action, visit acxiom.com/pulse or email ukenquiries@acxiom.com.