

Identify Consumers

CULTURECODE®

Target multicultural consumers smarter
by knowing their acculturation



Claritas CultureCode segmentation, provides geo-demographic, cultural, economic and behavioral insights to help you understand multicultural people, households, attitudes, media and shopping behavior.

Claritas defines acculturation codes through consumer segmentation such as, “Hispanicity” for the Hispanic/Latino population and “Asianicity”, which represents a related segmentation system for the dynamic, fast-growing Asian-American population.

Hispanicity and Asianicity can be dimensionalized by country-of-origin, life stage, socioeconomic strata and a variety of lifestyle & behavior metrics. The result is an unprecedented level of detail that enables marketers to understand the dynamics of the diverse American consumer.

CultureCode Applications Focused on Multicultural Consumers

- Segmenting consumers by cultural group enables effective communications planning for marketing and customer service.
- CultureCode enables retailers to tailor their stores to consumer preferences within a trade area or market.
- Product managers can understand preferences and usage across diverse cultural segments in order to target market share gains.
- Media planners can identify specific channels based on preference by cultural group.
- Strategy executives can determine the long-term potential of consumer segments by comparing growth and potential across product categories.

To learn more about how Claritas can help you succeed in today’s marketing world, contact us at 800.234.5973 or visit www.claritas.com



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KEY BENEFITS

CultureCodes are based on metrics for key cultural attributes such as:

- Country of Origin
- Language Preference
- Acculturation/Assimilation
- Education
- Population Settlement

These cultural attributes can be combined with other demographic, economic and behavioral attributes such as:

- Life Stage
- Socioeconomic Status
- Spending Potential
- Shopping Behavior
- Lifestyles
- Psychographics

CultureCode segments can be appended to consumer and business lists for direct marketing via direct email and as digital audiences.

Access CultureCode segments via the Geoscape Intelligence System (GIS) to visualize multicultural targets online.

