



# 4orange Data

## Factsheet

4orange, 2019

## 4orange data: ideal for building up knowledge & Insights

4orange specializes in marketing efficiency and marketing infrastructure. We are able to support companies while realizing a significant higher Return on (Marketing) Investment by applying Customer Insights and personal communication on a strategic level. Therefore, datasets containing (individual) household variables are essential.

4orange offers the following datasets:

### Personicx: consumer segmentation based on socio-demographic and lifestyle

Personicx is the most innovative consumer segmentation for the Dutch market. It takes consumer segmentation to the next level, compared to the traditional socio- and geodemographic segmentation providers. Personicx also takes social cultural, historical and situational factors into account. Personicx lifestyle segmentation relates consumer behaviour to the life stages in which they are currently in.

When Personicx is matched to a customer database, it creates a powerful strategic analytical and tactical tool for both creating Insights, segmentation of target groups and local marketing purposes. With Personicx you'll find an answer to all of your critical marketing questions, like

- Who are my best, loyal customers?
- Which of the Dutch households are look-a-likes of my best customers?
- Which customer groups are most likely to switch to one of my competitors?
- What kind of message / content/ combination of communication channels should I use, when communicating with my best customers?
- What results does this sellingpoint show? Is it succesful or were better results to be expected, compared to the service area composition?
- Which markets are potentially most interesting?
- Who are my current website visitors?

### Infobase – all Dutch households

Infobase contains all Dutch households with a limited set of essential characteristics.

Around 70 variables describe the most essential characteristics for campaign management purposes of the Dutch households : from lifestage to level of income. The dataset is created by combining public governmental files like the BAG (Basis administration of municipalities), reference files of partners and other sources which are accessible for 4orange.

This dataset is suitable for enrichment of companies customer data (CRM) and is useful for optimizing customer contact, setting up selections and campaigns. It's also very applicable for modeling in relation to predicting future buying behaviour on for instance the website.

## CCI Analysis file – a number of Dutch households

The CCI analysis file is a database with a high number of characteristics, based on part of the Dutch households and represent about 7% of the Dutch households. This dataset consists of more than 1.000 variables, like the possession of pets or online behaviour.

The large number of characteristics offers the possibility to create Insights of a specific population at a highly detailed level. This is ideal to substantiate tactical and strategic decisions concerning customer approach and product propositions. This dataset is compiled from surveys that were held for over 20 years by 4orange and are still continued online. It's also possible for organisations to participate in these online surveys.

## CCI Geo file – a description of zipcodes areas

CCI Geo file or CCI zipcode file describes areas based on zipcode areas on 4-, 5 or 6 position level. This file is a composition of CCI analysis file survey information added and – if necessary - corrected with governmental information like CBS data. Just like the CCI analysis file, it's used to create customer Insights using the 1,000 characteristics available.,

## Availability and recency

All of the 4orange datasets and files are annually updated with governmental data, reference data and data collected from surveys. We commit ourselves to continuously improve all of our data products. It's an essential part of our proposition to get to know and engage with customers.

## Datasources

The 4orange datasources consist of historical CCI surveys (more than 1.6 mio completes), data from the new surveys, and BAG data and publicly available CBS data. Updating 4orange data is a continuous process, with which the same number of steps are taken:

- Merge existing information
- Adding new information on household level from the BAG datasource (especially characteristics of residences)
- Adding new data from other sources (especially family characteristics)

Thereafter 3 main files are being created:

- The 6 position zipcode file (with over 1,000 characteristics of all Dutch zipcodes)
- The household file with approx. 70 characteristics of all 7.4 mio households  
het huishoudenbestand met 70 kenmerken van alle +- 7.8 mio Dutch households
- 4orange Personicx lifestyle segmentation tool

The 6-position zipcode file is based on the data of 1.6 mio households where 4orange gathered an extensive set of variables during the many years of gathering completes from surveys.

The residential characteristics in the household file are based on actual (factbased) BAG information. The family characteristics and the wealth indicator are based on actual information from the surveys (60%), combined with additional reference data. All of the other available information is predicted and weighted (taking all factbased knowledge like house value from surrounding households into consideration). Other variables (like buying behaviour) is on average based on 40% actual data and predicted for the other Dutch households.

Personicx consists of 46 unique lifestyle profiles. Each profile is portrayed by using an imaginable description: a snapshot of characteristics and lifestyle.