WHITE PAPER

Mosaic™ Unlocking Lifestyles in the Nordics

Ethical and effective digital marketing is the key to consumers' trust

The Power of Mosaic™ in Digital Marketing

The Nordic countries (Denmark, Finland, Norway, Sweden) are at the forefront of digital marketing innovation. This makes them an attractive market for brands looking to reach new customers and grow their businesses.

With **Mosaic™**'s insights into consumer lifestyles and **Nordic Data Resources**' safe data on neighborhoods, brands can create targeted marketing campaigns that reach their Nordic audiences with laser precision.

Marketers who understand the intersection of where people live and how they live will be the ones who succeed in the future.

Free Download:
Our previous study, **From Coffee Shops to Condos** highlights the importance of lifestyle in understanding buying behaviour.

How to Use Mosaic™ Effectively

Mosaic™ Lifestyles is the world's leading market segmentation solution, providing advertisers with high-precision data in over 30 countries. This data helps advertisers understand their customers and the market in great detail.

- **Audience segmentation**:
Mosaic™ helps you divide audiences into smaller groups based on location, demographics, and lifestyle characteristics.
- **Content creation**:
Mosaic™ helps you create content that resonates with your audiences.
- **Channel selection**:
Mosaic™ helps you identify the best channels to reach your audience segments.
- **Performance measurement**:
Mosaic™ helps you track and analyze the results of your digital marketing campaigns.

Nordic Data Resources

Embracing the Future with Mosaic™

The convergence of artificial intelligence (AI), big data, and geospatial classification is an exciting development that has the potential to revolutionize marketing.

Predictive modelling, powered by Mosaic™, can enable anticipatory marketing, which allows brands to stay one step ahead of their customers.

"As machine learning continues to refine classifications, Mosaic™ will only become more relevant and precise."
- **Gunnar Kihl**, Managing Director, Nordic Data Resources

Geodemographic Classification

Let's take a closer look at the **geodemographic consumer classification paradigm** and explore how Mosaic™ Lifestyles can be used to optimize how we market to consumers in the Nordic region.

1. Mosaic™ is not just a Tool

It is a revolution in geodemographic household classification.

Mosaic™ meticulously segments consumers based on their geographical location and demographic details, providing a multi-faceted view of consumer behaviour, preferences, and potential buying triggers.

We have previously shown that people and families with similar life stages and financial opportunities tend to cluster together in neighbourhoods. **See the paper here**.

2. Mosaic™ Meets Lifestyles: The Perfect Intersection

Every geographical location has its own unique lifestyle fingerprint. From the urban cosmopolitan vibes of Copenhagen to the serene landscapes of Northern Norway, people's preferences vary.

Mosaic™ captures these distinctions with its intricate classification, creating a roadmap for marketers to navigate the complex landscape of consumer preferences.

An example:
A recent campaign by a sustainable fashion brand targeted eco-conscious urbanites in Stockholm using Mosaic™, resulting in a record-breaking engagement rate.

Nordic Data Resources

Geodemographic Classification

3. Nordic Data Resources: Pioneering Mosaic™ in the Nordics

In the vast digital advertising landscape, having the right partners is essential.

Nordic Data Resources is a leading provider of Mosaic™ in the Nordics. Our commitment to precision, innovation, and understanding the Nordic consumer sets us apart. Brands looking to penetrate the Nordic market or deepen their existing footprint can partner with Nordic Data Resources to access the most powerful tool available.

4. Mosaic™ On Major DSPs: Seamless Integration

The combination of Mosaic™'s power and the vast reach of major Demand-Side Platforms (DSPs) creates a unique synergy.

Nordic Data Resources ensures that the offerings from Mosaic™ are available on all major DSPs, providing advertisers with a seamless integration that allows them to leverage Mosaic™'s insights to create targeted, effective, and efficient campaigns.

Q: How are consumers in the Nordics seeing more personalized and customized experiences from brands?
A: Mosaic™ helps marketers deliver more relevant and meaningful content and offers to their audience segments.

Nordic Data Resources

GDPR & Mosaic™'s Ethical Edge

In an era where consumer data is as valuable as oil, respecting individual privacy is more important than ever.

The General Data Protection Regulation (**GDPR**), the European Union's landmark legislation, came into effect in 2018 and has reshaped the digital privacy landscape. For marketers, GDPR has been a game-changer, requiring explicit consent for data-related activities within the European Union and granting individuals the right to access, correct, and delete their data.

Ethical and Effective

Mosaic™ is designed to be fully compliant with GDPR, avoiding the ethical challenges of personal data and third-party cookies.

It is built to respect privacy while enabling granular targeting based on lifestyle characteristics tied to geographical units, such as grids or neighbourhoods.

The Cookieless Future of Digital Marketing

The impending phasing out of third-party cookies by Google in 2024 has shaken up the industry. However, Mosaic™ offers a sustainable and ethical alternative.

Mosaic™ focuses on **geographical** location and demographic details, enabling marketers to create campaigns that are not only personalized but also deeply connected to consumer lifestyles and preferences. This is all done without compromising privacy or requiring consent for data tracking.

Metrics that Matter

Mosaic™ is not just about ethical targeting, but also about ethical measurement.

Marketers can measure the performance and impact of their campaigns using aggregated and anonymized data, ensuring that their strategies are aligned with consumer needs without ever invading their privacy.

Nordic Data Resources

The Case of the Fashion Brand (I)

A fashion brand was struggling to reach its target audience in the Nordic region.

They were using traditional marketing methods, such as TV and print ads, but they were not seeing the results they wanted. They decided to try Mosaic™ Lifestyle segmentation, a data-driven approach to market segmentation that uses aggregated official statistics to create anonymous lifestyle segments.

Tailored Targeting

The fashion brand used Mosaic™ to segment the Nordic market into 15 lifestyle segments. They then used this information to create targeted marketing campaigns that were tailored to the specific needs and interests of each segment.

For example, they created a campaign for young professionals in Sweden that focused on fashion for the workplace. They also created a campaign for families in Denmark that focused on affordable fashion for kids.

The results of the campaign were dramatic. The fashion brand saw a significant increase in brand awareness and engagement in the Nordic region. They also saw an increase in sales, with a **15% increase** in online sales and a **10% increase** in offline sales.
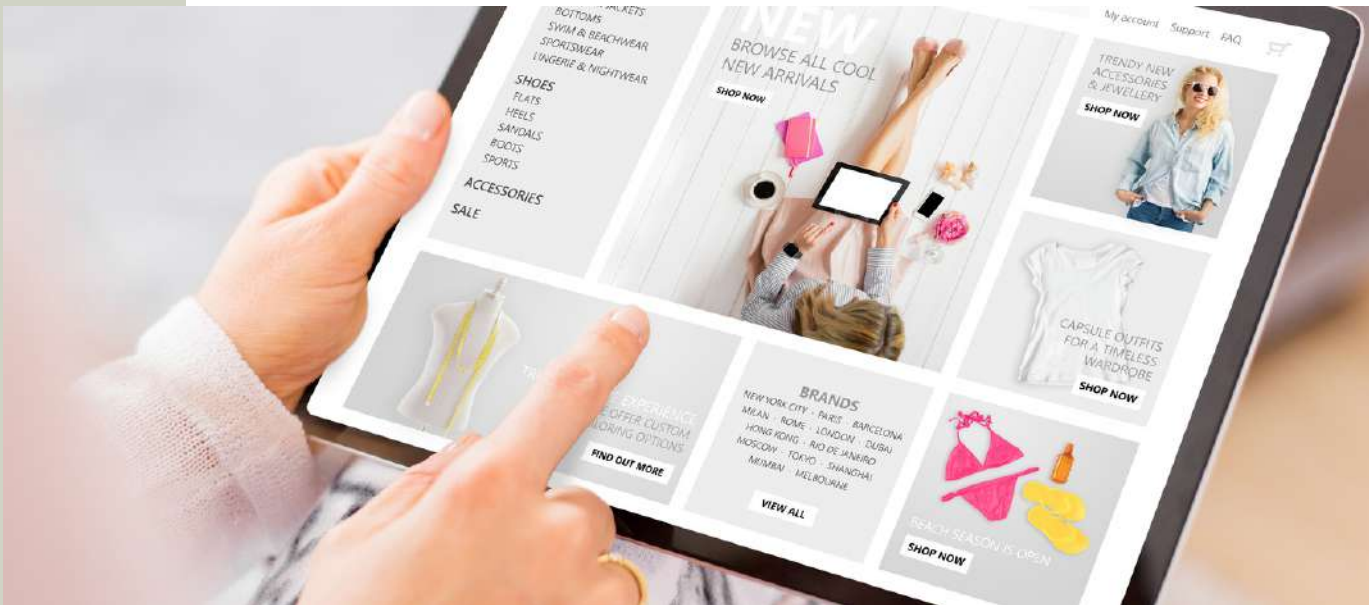
The Case of the Fashion Brand (II)

The Benefits of Mosaic™ Lifestyle Segmentation
This case story illustrates the benefits of Mosaic™ Lifestyle segmentation. Here are some of the key benefits:

- It is a data-driven approach that is based on aggregated official statistics. This makes it a reliable and accurate way to segment markets.
- It is anonymous, so it respects individual privacy. This is important for brands that must comply with GDPR.
- It is granular, so it allows brands to target their marketing campaigns very precisely. This can help brands to reach their target audience and achieve their marketing goals.

If you are a brand that is looking for a way to reach your target audience more effectively, Mosaic™ Lifestyle segmentation is a great option.

It is a reliable, accurate, and anonymous way to segment markets, and it can help create targeted marketing campaigns that are more likely to succeed.

What now?

Please reach out to us for a talk with our team.

Nordic Data Resources

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Insight One: The Master Mind of Mosaic™

Insight One is a Norwegian data and analytics company (1998) that owns **Mosaic™ Lifestyles**: The world's leading market segmentation solution used in over 30 countries around the world.

Insight One is a member of <u>SWEDMA</u> and follows guidelines that extend beyond GDPR to ensure the highest level of data privacy.

Laser precision reach

With **Insight One's** expert analysis of consumer lifestyles and **Nordic Data Resources**' safe data on geographical clusters/neighbourhoods, brands can create targeted marketing campaigns that reach Nordic audiences with laser precision.

Marketers who understand the intersection of where people live and how they live will be the ones who succeed in the future.

INSIGHT ONE

In Insight One's own words:

"We work with everything from large to small B2C companies and organizations, including the finance, retail, insurance, real estate and telecom industries. What they all have in common is the ambition to work smart with their customer data and marketing."

See more: <u>www.insightone.se</u>

Powerful Synergy

The power of Mosaic™, combined with the vast reach of Demand-Side Platforms (DSPs), creates a **synergy** like no other.

Nordic Data Resources (NDR) ensures that Mosaic's offerings are accessible on all major DSPs.

This seamless integration allows advertisers to leverage Mosaic's insights, ensuring their campaigns are not only well-targeted but also effective and efficient.

Nordic Data Resources