Deluxe ConsumerSpend™

trusted business technology

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Find your best customers

ConsumerSpend is a set of predictive scores that gives your company better insight into discretionary spending habits within nine categories.

Overview

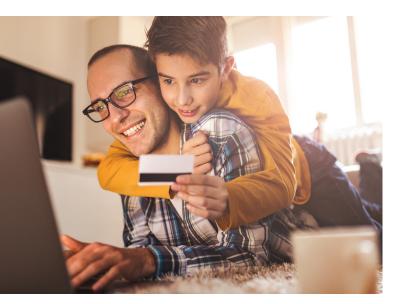# ConsumerSpend™ gives you insight into how people spend their money.

Learn how much your customers and prospective customers are spending by discretionary spend category.

In today's data driven world, we can be smarter about how we spend our marketing dollars.

9 **Distinct Spend Categories**

- Clothing
- Dining Out
- Donations
- Education
- Electronics
- Entertainment
- Home Furnishings
- Jewelry
- Travel

Know your customers' potential

ConsumerSpend gives you the additional data points you need to better understand the spending power of your existing customers. Gain a more holistic view of your customers and deeper intelligence on how they spend across categories.

Append ConsumerSpend to your customer database to identify high-priority segments:

» Pinpoint which of your customers are spending big in your category and use this information to encourage increased engagement through relevant products and offers.

» Gain insight into how much your customers are spending in other categories to cross-sell new products and personalize your marketing messages.

Navigate through the noise to find your next customers

ConsumerSpend helps you identify the best prospects so you can expand your reach and meet your growth goals. By understanding consumers' spending habits, you can focus your targeting on households outlaying significant spend in your category.

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Create and target audiences based on their likelihood to purchase your products.

Deluxe's ConsumerSpend is the leading discretionary score based on actual, self-reported data in the market, providing a direct line of sight into consumer spend activity.
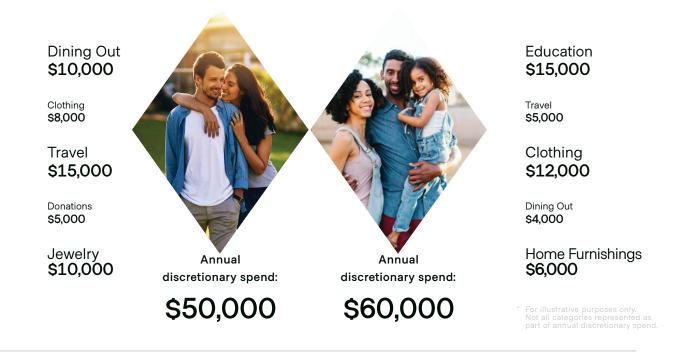
Data available for 128 million households in all 50 states.

Rank
customers and prospects by predicted spending power in your category

Target
high-spending consumers with relevant products, offers, and messages

Differentiate between
households that spend in various, unique ways

View total spend rolled up to the household level or broken out across nine distinct spend categories:

Dining Out
$10,000

Clothing
$8,000

Travel
$15,000

Donations
$5,000

Jewelry
$10,000

Annual
discretionary spend:

$50,000

Annual
discretionary spend:

$60,000

Education
$15,000

Travel
$5,000

Clothing
$12,000

Dining Out
$4,000

Home Furnishings
$6,000

* For illustrative purposes only.
Not all categories represented as part of annual discretionary spend.
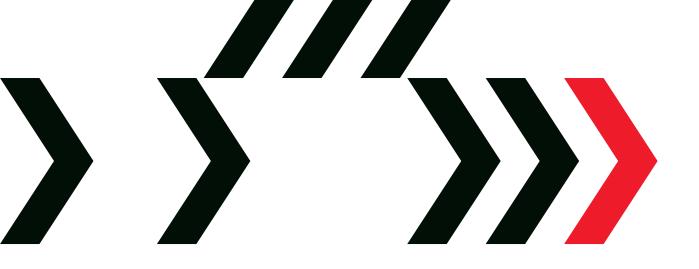
Create stronger segments to drive campaign performance.

ConsumerSpend scores are available for purchase directly from Deluxe or via Experian and can be used for omni-channel marketing initiatives and database enhancements.

Our scores are also available on most leading data management platforms and agency networks.

About Deluxe

With over 100 years' experience, Deluxe has been helping enterprises, small businesses and financial institutions deepen customer relationships through trusted, technology-enabled solutions. As a data-driven marketing agency, Deluxe helps companies drive profitable account growth through superior data solutions partnered with marketing strategy and consulting to deliver highly effective and targeted campaigns.

Create digital audiences:

Access our scores through the following trusted platforms and digital technology providers:
Adobe (Adobe Audience Manager, Adobe Advertising Cloud), AdSquare, Google (DV360/DBM), Eyeota, Experian, Krux, LiveRamp DataStore, Lotame, mPlatform (GroupM), Oracle (BlueKai), Quantcast, TTD, Amobee, VideoAmp, Videology, and Fiksu thru LiveRamp Data Store.

The media destinations listed above may operate under defined terms and conditions that need to be considered.

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