

FAS Vantage

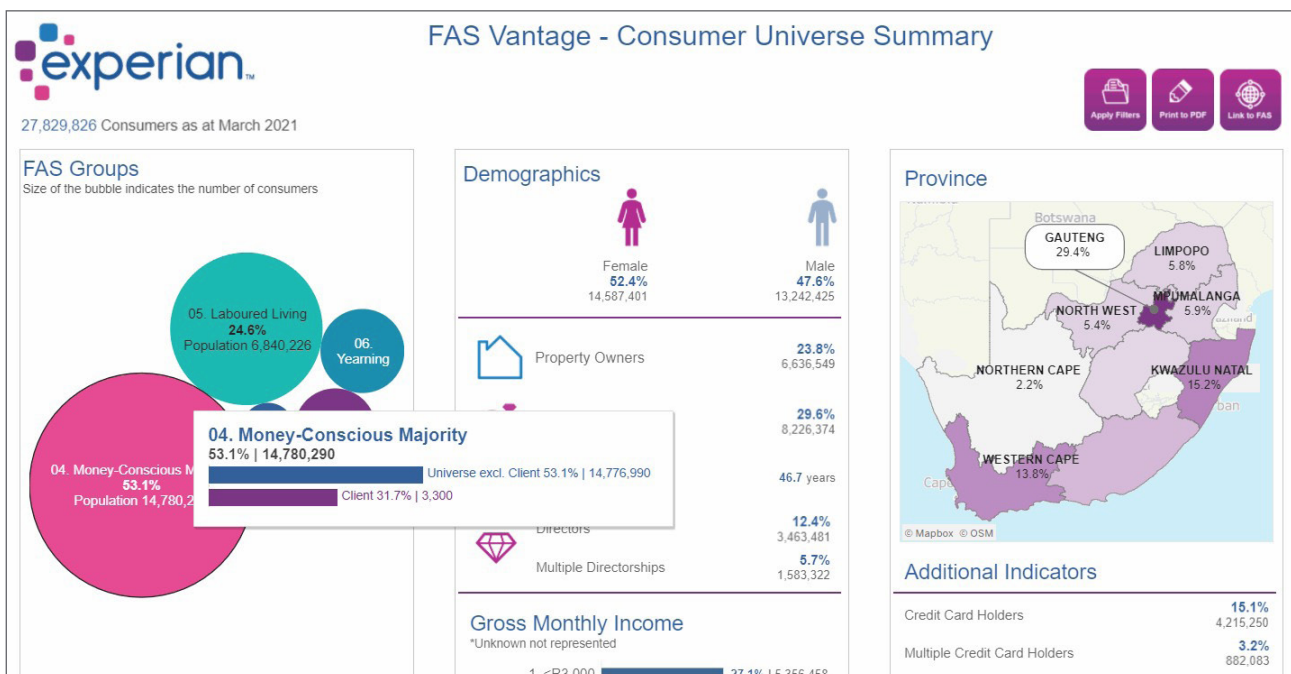
Reach new levels of customer intelligence with our audience insights tool.

Understanding customer data can feel like an insurmountable task, especially if you don't have analytical expertise or tools at your disposal. Moreover, interpreting the results and presenting them in a way business can understand gets complicated, and often, important details are missed.

FAS Vantage is a game-changer for companies wanting to use their data to inform growth, sales and marketing strategies by delving into their customer data, enriched by our aggregated big data, and segmented using our FAS tool. These segments provide you with a wealth of insights into the profiles of your customers.

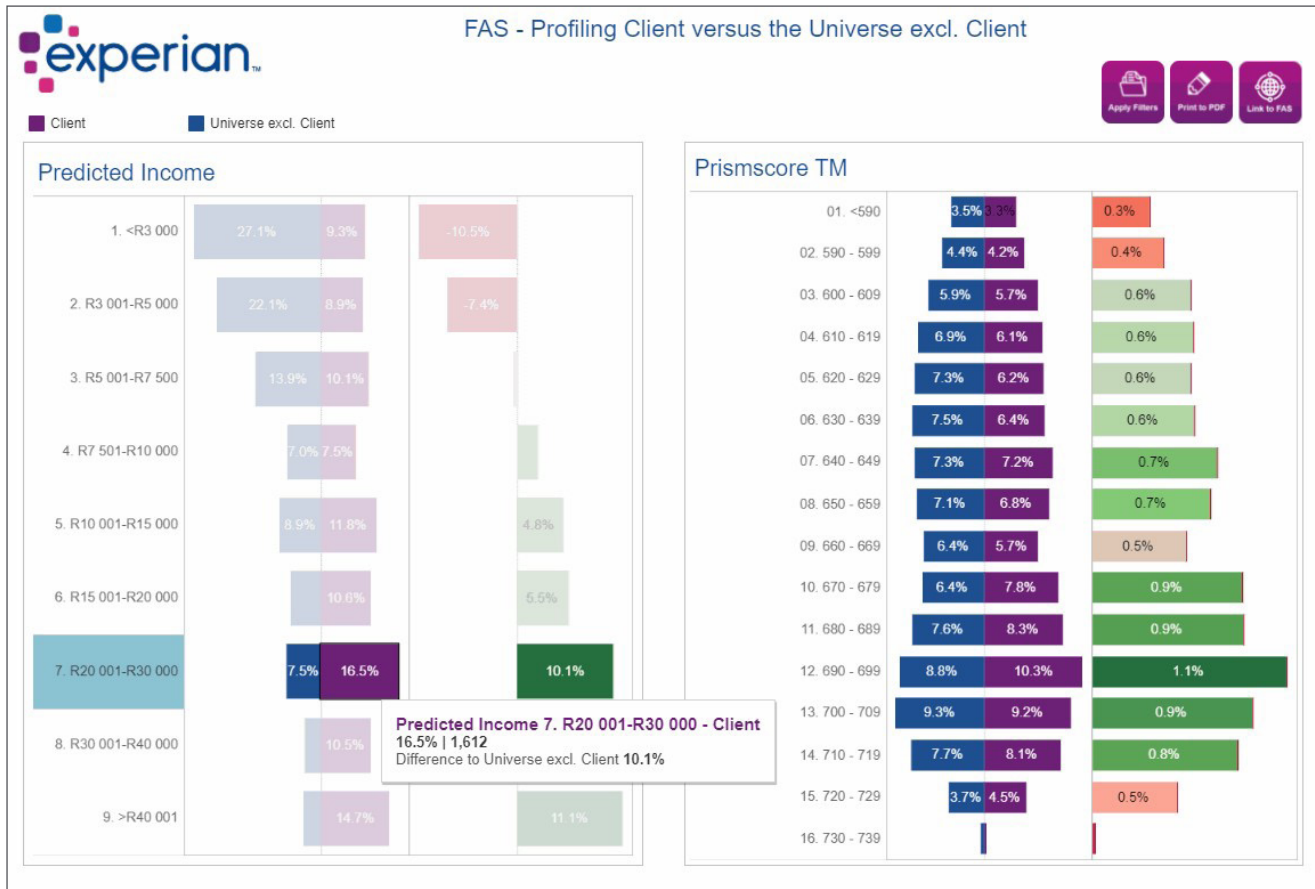
Understand who your audience is.

FAS Vantage helps you understand whom your customer is by comparing your customer database to aggregated Experian data. Understand the distribution of income, asset holding, gender, age, province and more. Leveraging the world's leading analytics platform, Tableau, you are able to interact with your data.

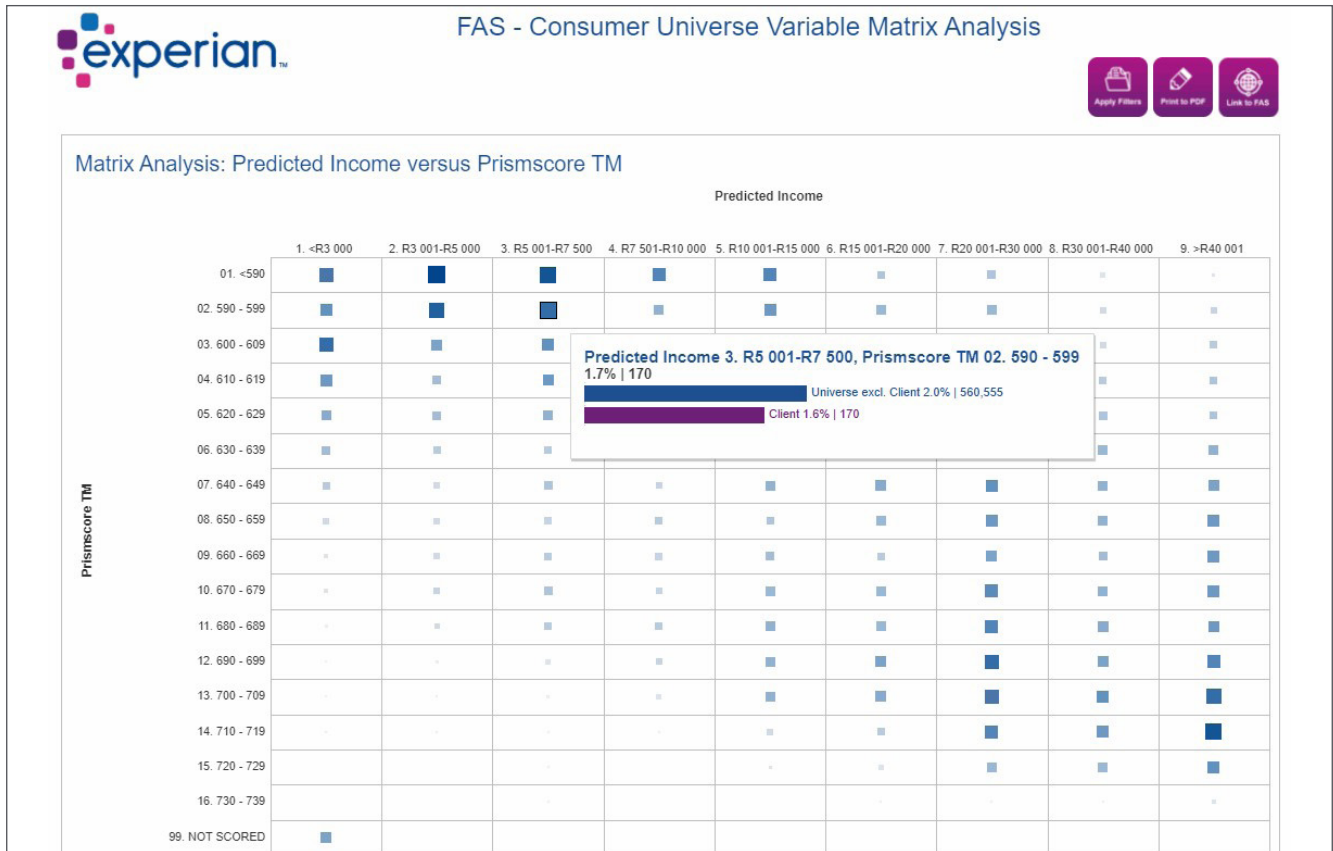


Product sheet
 FAS Vantage

In addition to demographic-type information, get a full view of your customer base's predicted income across 9 income brackets with the ability to delve deeper into each division as well as compare them to our data or South African market.



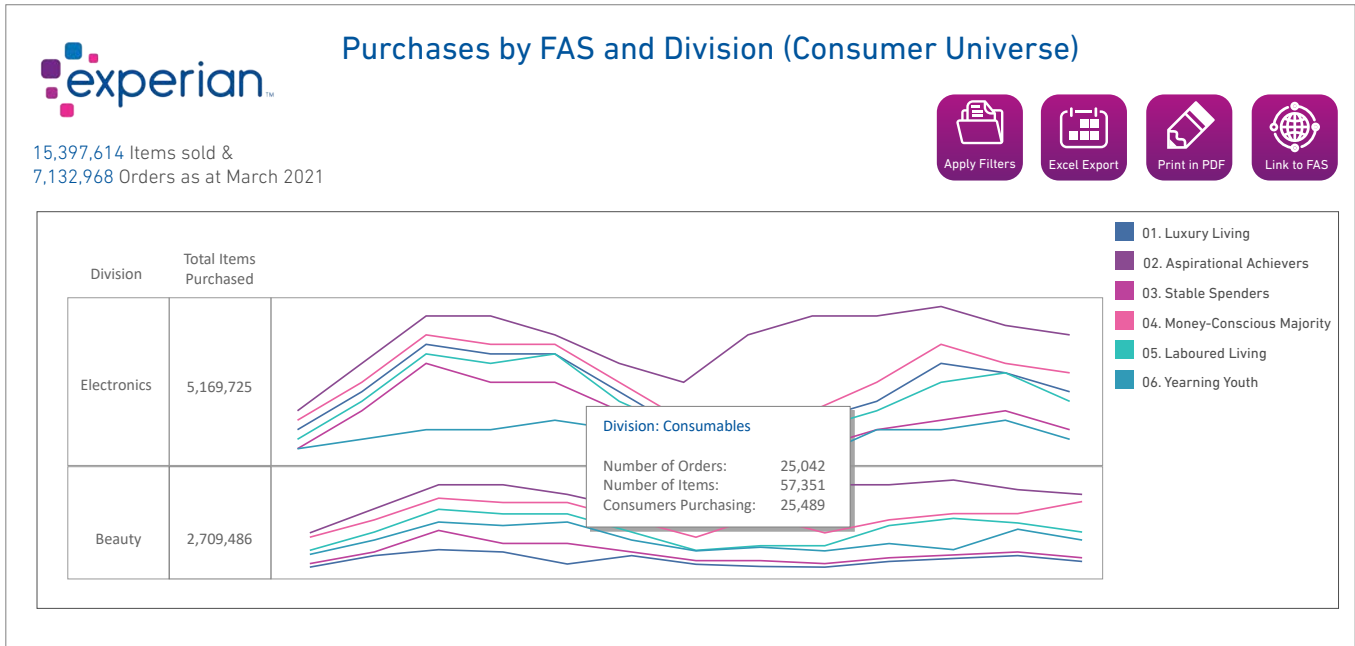
FAS Vantage also gives you a breakdown of potential risk using scorecard models to inform your risk management strategies. This information can be expanded in a matrix comparing risk ranges to predicted income so that you can drill down into your customer base.



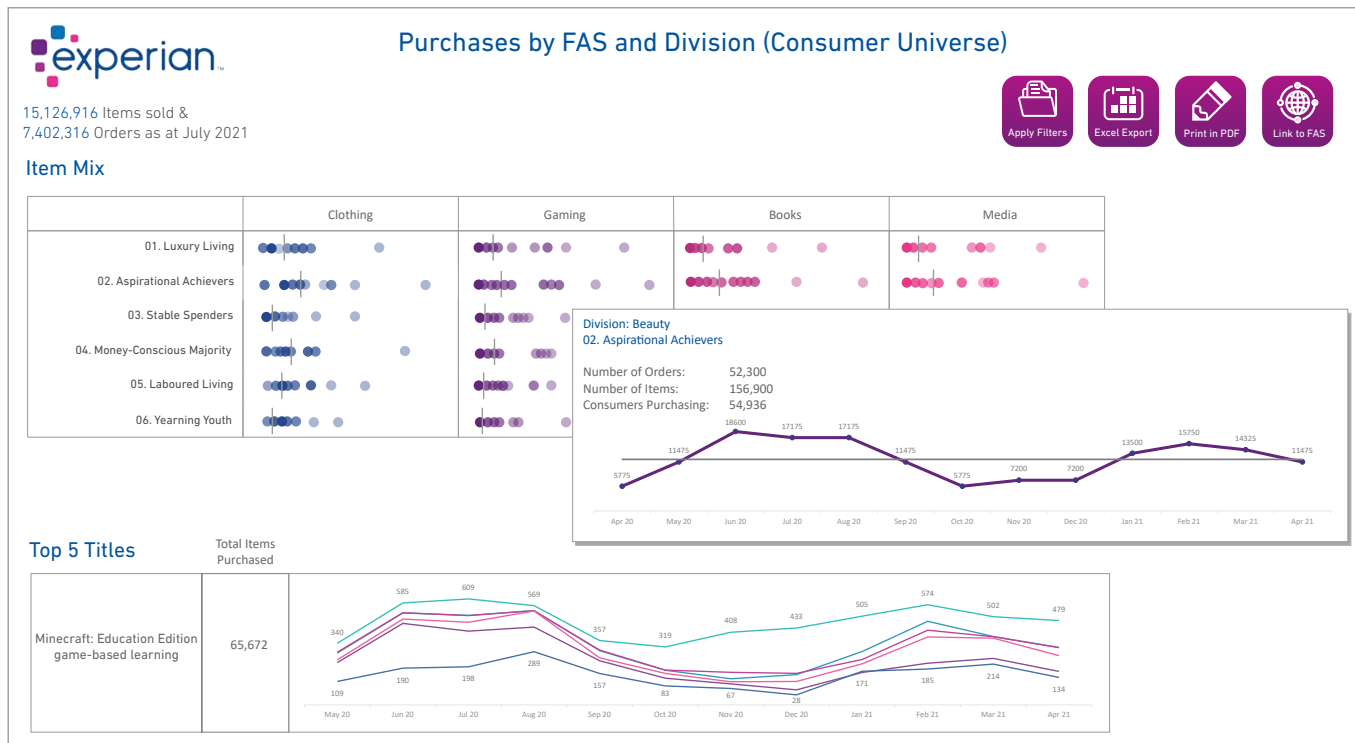
Customisable analytics for unique customer intelligence

FAS Vantage comes with a set of prebuilt analyses and displays to make analytics simple and easy. But we know your data is unique to your business, which is why we offer customised analytics and reporting based on your needs. This gives you the ability you explore the depths of your data through accessible displays that are easy to interpret. Whatever the requirement, FAS Vantage does the heavy lifting of advanced analytics so that you can concentrate on what is important to you – your customer.

The true power in our customised analytics is in the application of the aggregated bureau data to your data, which allows you to understand, at a glance, the distribution of customer and your sales according to the 6 high-level FAS groups as well as the 30 FAS subtypes.



This in-depth view allows you to understand trends over time per product or product group and per segment; furthermore, you can identify your top sellers and how they are performing.



FAS Vantage gives you the ability to access, enrich and explore your data to reach new levels of customer intelligence.

FAS Vantage

Why you should use FAS Vantage

- Discover more insights about your customers.
- Access to big data universe and bureau variables.
- Takes a batch enrichment much further.
- Prebuilt plug-and-play analysis or customisable analytics.
- Enables you to look at your customer, the general market and complete market sizing exercises.
- Understand your customer according to demographics, homeowner, directorships, and province/district counsel.
- Benchmark yourself against other variables like FAS group or subtype.
- Deeper understanding of your customer base without the heavy lifting of data work and analysis

How it works

- Provide your customer file for Experian to match and enrich it.
- We apply our aggregated bureau variables in a way that is easy to work with.
- You can compare your enriched customer data to the universe and explore your customer base.
- Access dashboards or request bespoke dashboarding provides you with a visual understanding of your customer base.
- Download content to PDF or CSV/Excel to share with other stakeholders.

What it can be used for..

- Market sizing, benchmarking and monitoring customer base.
- Understanding gaps, opportunities, threats in populations where products are offered.
- Planning communication, marketing and advertising strategies.
- Easy comparison of products.
- Big data analysis and graphic representation of data.



To find out how FAS Vantage audience insights can help you reach new levels of customer intelligence, contact us at ConsumerInsights@Experian.com.
