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IXI™ Services

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Segment Households by a 360° View of a Household’s Economics

Economic Cohorts is a breakthrough household segmentation system that leverages IXI Services’ unique and proprietary household economic information to segment households by what matters most – a 360° view of a household’s likely economics.

It includes a more accurate and complete picture of total income, total discretionary spending, credit capacity and usage, combined with all of the key demographic, behavioral and lifestyle attributes you expect from a first-class consumer segmentation system.

- Key Differentiators of Economic Cohorts:**
- Maximum differentiation of households based on economics
 - Economic data used is uniquely available from IXI:
 - Income360®
 - DS\$™ (Discretionary Spending Dollars™)
 - Ability to Pay Index™
 - More accurately identifies affluent households
 - Aligns with the way you run your business

Guide to Cluster Data:

% of HHs: Percent of U.S. households

Income: Median Income360 per household. Represents income from wages and income generated from assets

Spending: Median DS\$ (Discretionary Spending Dollars) per household. Represents a modeled dollar amount that households in the cluster spend on discretionary items annually after accounting for the fixed expenses of life

Credit Utilization: Proprietary measure of average credit capacity usage by household

