

# Targeting Customers for Private Pensions

**A multi-client report from Geo Strategies and Experian**

## Market Requirements

The key priorities for Insurance companies in Romania are to take advantage of the new legislative framework affecting Pensions, and to address the emerging needs of Romanian society.

Geo Strategies offer both a Sector Report and consultancy to help with understanding the existing socio-demographic and "wealth landscape" in Romania for better targeting of Life Insurance and Pension Plans.

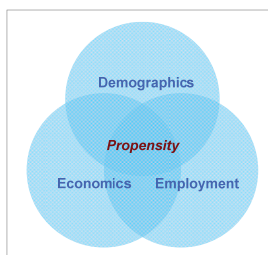
## Geo Strategies' Consultancy and Reports

Geo Strategies has the data and capabilities to provide comprehensive Sector Studies (Multi-client &/or bespoke) targeted for specific market sectors and needs.

In order to ensure effective marketing of financial products we combine many different data sources to identify key groups of potential consumers. Data derived from official statistics (census and incremental updates to Jan 2006) are used in combination with world-recognised models and forecasts to obtain the best possible overview of this rapidly changing market.

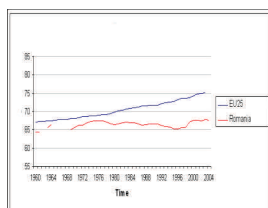
## Insurance Report Structure

Geo Strategies' Report for the Insurance Sector has the following structure:



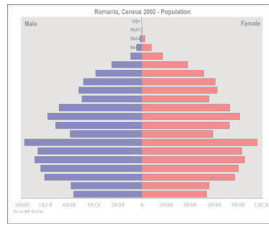
### Objectives and layout of the report

An introduction outlining key goals in addressing the needs of the Insurance market. An overview of the report details the various data sections which culminate in specific recommendations for targeting insurance marketing activities.



### Macro-economic picture of Romania

A macro-economic summary of Romania puts the targeted financial products into the context of the country as a whole. Key temporal trends are analysed using data tables and graphs. Romania's economic position relative to its Accession body (the European Union) is also portrayed.



## Demographic profile of Romania and how does this impact upon the insurance market

Demographic profiles of the country – now, and forecasted - help with targeting and planning financial product coverage in terms of both current and future demand for pensions and insurance.



## Regional indicators: Which are the best and worst areas to target?

A regional overview provides a general view of the broad geographic trends in economic performance across Romania. Top-level data such as GDP and Exports are mapped and summaries of regional variation are included.

## Tailoring information to fit individual needs: Employment and wealth data for Pensions Planning.

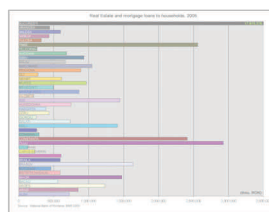
Table showing employment and wealth data for various counties in Romania. The table includes columns for county names, population, and other relevant metrics.

Geo Strategies' Report is driven by the requirement to identify target consumers and includes tailored information relevant to the pensions and insurance market. Data pertaining to employment and wealth is mapped at a county level.

With respect to insurance-related product marketing strategies, the Report -

- Provides figures regarding employed urban and rural population
- Outlines and maps employed urban population across Romania
- Breakdowns employment by sector
- Tabulates levels of income

## Identifying potential Insurance clients using Socio-Economic data

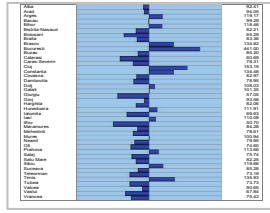


Our access to financial, real estate and societal data, together with our modeling expertise, makes it possible to identify different types of potential consumers using data concerning their behavior in every aspect of life. Those potential customers are likely to be well educated and international in their outlook; propensities are identified using representative data at various spatial resolutions.

The report contains a wealth of information **at county level**, including:

- Number of banking clients
- Number of bank accounts
- Value of consumer loans
- Value of Real Estate loans
- Number of active cards
- Post-high school education levels
- University Education levels
- Foreign travel
- Daily newspaper readership data

## Correlating key data for financial services targeting



Taking into account various demographic, economic and social factors, the **Customer Investment Propensity Index (CIPI)** helps identify just those counties which should be targeted for the purposes of promoting and selling financial services. The index score for each county is calculated using multiple factors including:

- Population age profile
- Tertiary education
- Skilled professional workers
- Net monthly earnings
- GDP per capita
- Number of bank accounts
- Value of consumer loans
- Number of active cards

## Benefits for the Insurance Sector

This document outlines how market intelligence data can be exploited to make more informed decisions for targeting Pensions Plans.

As Romanian society continues to develop, and the number of life insurance and pensions customers increases, information relating to who the customers are - and where they are located - becomes an increasingly crucial factor for expanding the business for Life Insurance.

This report is based on an in-depth regional and county analysis of the Romanian Insurance 'landscape'. Once strategic decisions have been made about how to target the market for Life Insurance and Pensions, a more refined analysis can be carried out at a District level to target marketing resources more precisely. Starting in 2007, Mosaic codes (consumer segmentation) will be available for Romania. This will enable even more accurate customer identification and profiling at a postcode level.

## Deliverables

The Report comes with statistics (also as spreadsheets to assist with further internal scenario planning) and map visualisation. The report is available both as a digital file and as hard-copy. The cost is € 10,000.

## Contact

To find out more about the study, please contact :

Daniela Florea  
Geo Strategies Ltd  
St John's Innovation Centre  
Cowley Road  
Cambridge CB4 0WS  
United Kingdom

T: +44 (0)1223 205080

R.: +40 (0) 269 210832

M: +40 (0)722 244 940

E: [daniela.florea@geo-strategies.com](mailto:daniela.florea@geo-strategies.com)

W: [www.geo-strategies.com](http://www.geo-strategies.com)

## About Geo Strategies

Geo Strategies was founded in 1993 and has become the leading supplier of geographic intelligence for Central and Eastern Europe. They are the exclusive Partner and developer for Experian's micro-marketing products and economic consultancy in Romania.

Their core expertise is built around geo-spatial data products, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training, and project management.

This expertise has been developed according to internationally recognised best practices and methodologies, to which significant innovation / value is being added to make it relevant and actionable in the local context. Mosaic Romania, the national consumer segmentation framework, is the latest development.

Customers worldwide use the company's products and expertise in virtually all vertical markets; they are also used by governments for both strategic and operational purposes. The company is recognised for their multinational customer portfolio and their support for both national and cross-border applications.

For more information, please visit the company website:

[\*www.geo-strategies.com\*](http://www.geo-strategies.com)

## About Experian

Experian's Business Strategies Division is a global leader in consumer profiling and market segmentation, economic forecasting and public policy research. The Division supports policy makers and investors to make both strategic and tactical decisions in 30 countries world-wide.

With an international team of 300 researchers, analysts and consultants, the Division models the current position and future prospects of local, national and global economies in terms of employment, consumer spending, investment, output, property, and asset markets. In addition, the team routinely inputs to public policy makers on how to improve economic performance, and to companies on the economies in which they operate, or wish to operate.

For more information, please visit the company website:

[\*www.business-strategies.co.uk\*](http://www.business-strategies.co.uk)