

WorldView

International data for location, market and consumer insights

Make impactful and informed decisions in international markets, by accessing a set of consistent socio-demographic attributes

Sourcing global socio-demographic information has previously been difficult. Data has been inconsistent and only provided a partial view of international markets and consumers. Experian WorldView provides key socio-demographic attributes through enriched 250m² grids covering the globe, providing immediate access to accurate information to help you make effective global location planning and consumer insight decisions.

Utilising the latest satellite remote sensing technology, global data and machine learning algorithms, Experian have created a global database, all on a consolidated and consistent scale. This allows you to:

- **Benchmark** performance across all locations
- **Analyse** catchments at the most granular level
- **Understand** your customers consistently and visualise data
- **Optimise** product distribution
- **Identify** new business opportunities worldwide and new territories to expand your business proposition
- **Better understand** your customers with greater insights
- **Build** the right strategies for sustainability as well as growth
- **Develop** effective marketing strategies
- **Identify** areas where there is untapped demand



Age



Disposable Income



Gender



Population Count

Why WorldView?



Experian have provided location analytics and market planning support to global brands for over **20 years**.



WorldView can be used for both **global** location planning and consumer insight.



Provides consistent attributes **across all countries**.



Unique. Experian are the first to offer global insights using the **gridded methodology**, allowing you to better understand your customers and market potential across multiple countries.

Product sheet
WorldView

WorldView offers consistent and standardised coverage globally for location planning and consumer insight needs. Each grid square is enriched with valuable data, to provide a consistent socio-demographic breakdown of the population. Worldview provides insight into even those markets with very limited data.



Population data for over **190** countries covering **7.6 billion** people



Household, age, gender and disposable income for **90** countries and **6.2 billion** people (81% of world population)



WorldView segments for **48** countries and **4.6 billion** people (60% of world population)



Over **29 million** points of interest across **149 countries**

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