

Audience Landscape Report

Direct Marketing to “Foodies”
in the USA

Introduction

Marketers can choose from a plethora of media options when seeking to reach targeted consumers. These options range from traditional, measured media like TV and print, to channels like social, digital, search, as well as direct marketing - the subject of this report.

Direct marketing – e.g. email, direct mail and telemarketing - offers marketers one of the most efficient and precise methods of reaching their target customers given the many, very granular selection criteria available for targeting purposes. Direct Marketing also has the benefit of being one of the most measurable media channels available, offering very clear response rate tracking and reporting, something marketers increasingly value in today’s omnichannel, attribution-focused marketing world.

This report covers available direct marketing audiences in the US, in this case, to reach “foodies”. Because the US is such an astonishingly prolific direct marketing data market, offering more than 30,000 separate consumer audiences and 20,000 b-to-b audiences, the analysts at Infocore frequently conduct in-depth research into audience sources to help marketers understand the scope of direct marketing audiences that are available.

There are about
50,000 separate
direct marketing audiences
in the US alone.
30,000 are Consumer
20,000 are B-to-B

Without this kind of comprehensive and in-depth digestion of available options, marketers run the risk of missing audiences that are likely to be highly responsive to their marketing messages and offers, losing sales and overspending on other tactics that don’t perform as well.

Introduction

Defining Direct Marketing Data Audiences

A direct marketing data audience is defined, in the broadest sense, as a list of individuals and their contact information who share a specific set of attributes or activities that have been collected and codified into a database that can be re-sold for marketing purposes, with the proper consents from the data subjects to allow for this use.

Direct marketing data audiences are gathered in many different ways, including but not limited to:

- ◆ Buyers of specific kinds of products, both in-store and online
- ◆ Loyalty card holders
- ◆ Registered visitors to specific kinds of websites, including product research sites, content sites and the like
- ◆ Individuals who have filled out online surveys or have self reported health conditions, product interests etc.
- ◆ Individuals who have filled out post-purchase product registration cards
- ◆ Book buyers and magazine subscribers
- ◆ Charitable donors, political donors and those aligned with specific causes
- ◆ “Owner Data” such as homeowners, auto owners etc
- ◆ Compiled and modeled data sources which take known universes of consumers and add in dozens of demographic characteristics, yielding a prediction of which consumers are likely to buy specific products at a given time

Each audience data source – consisting of a specific list of individuals – is generated from a unique combination of inputs, and contains its own combination of contact options that third party marketers can use to reach the individuals on their list: email, postal or direct mail and/or phone.

Introduction

Further, each source collects widely varying demographic details about the individuals on their list: age, income, gender, marital status, household composition, presence and age of kids, and many others, creating the selection granularity that marketers crave, which gives direct marketing its reputation for efficiency.

Finally, and perhaps most critically, each direct marketing Audience Data Owner has obtained specific forms of permission from the individuals on their list. These permissions allow the information they’ve collected about each person on their list to be contacted by third parties who are “renting” access to a specific slice of that audience.

This gives third party marketers the ability to select and reach out to these direct marketing audiences with full, legal permission, avoiding the fines and penalties associated with violating data privacy regulations.

Research Approach

About this Report

This Audience Landscape Report examines the data available to marketers targeting “Foodies” in the United States.

Infocore’s analysis of the US market uncovered a total of 202 separate “Audience Groups” made up of consumers that can be considered Foodies.

The Audience Groups selected for inclusion have high quality email and/or postal addresses, are known to be accurate and sufficiently detailed, and exhibit good data hygiene.

CATEGORIES

Within our set of Audiences we have identified 16 Categories into which consumers can be classified. The Categories represent various ways in which marketers might want to segment and select the consumers that are ideal prospects for their particular product.

CATEGORY INCLUSION

Sources can contain multiple Categories so the number of Sources by Category exceeds the number of Audiences. For example, one source may be of catalog shoppers. That source could be counted for Mail Order Buyers, as well as for Gear and Gadgets.

OVERLAP

The same individual may be included in more than one Source. As such, if one were to tally the total number of records from multiple sources, that total often represents a very large number, since there is often overlap between Sources. For example, a person might subscribe to a cooking magazine, and may also be in a source containing people who purchase artisanal cheeses by mail order.

Defining Foodie

Characteristics of a Foodie

Before we could select our audience sources for this analysis we first needed to define and characterize a Foodie.

We determined that Foodies span age, economic, and social classes. Old or young, wealthy or struggling, a Foodie is a person with a refined interest in the preparation and consumption of food that extends far beyond hunger and fuel.

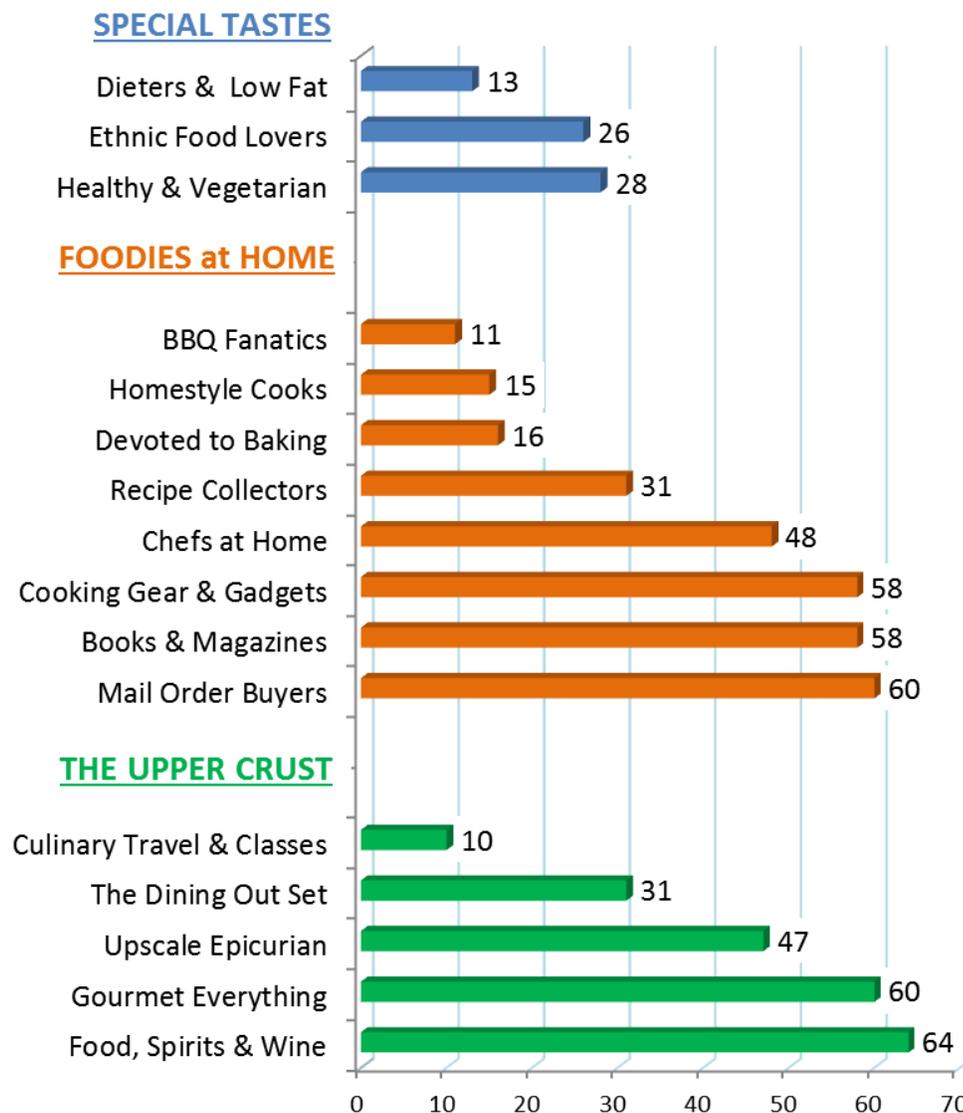
In addition:

- A foodie is one who seeks out new culinary techniques, tastes, and experiences, and is eager to learn by watching, reading and doing.
- Foodies love to dine out as well as cook, whether it be a 5 star restaurant or fabulous food truck.
- From suburban mom to wealthy penthouse dweller, foodies care about skilled preparation, quality ingredients, and a pleasing presentation.
- Foodies are interested in the latest gear and gadgets, and a nicely set table. They often invest in accoutrements, high quality cookware and tableware, and high end appliances.
- A desire for delicacies and specialty ingredients of the best quality often leads Foodies to purchase by mail-order. Rare spices and uncommon devices may not be available in stores.
- Foodies are frequently connoisseurs of fine wines and spirits.

Summary Stats

Audience Categories and Groups

After an analysis of available Foodies sources we selected the 202 that are included in this report. Each source was examined to determine which category or categories it fell into. Some sources are limited to only a single product type while others contain buyers of various product types. Here we see that of the 202 included sources 58 can reach known buyers of gear and gadgets. People who have taken Cordon Bleu classes or culinary focused travel can be marketed to via 10 different sources.



Summary Stats

Maximum Audience Sizes

Maximum Audience Size offers perspective into the number of unique individuals in a particular category because it eliminates any possible overlap between sources. Overlap occurs when a person is in multiple sources. The same person might subscribe to a cooking magazine, have taken a Cordon Bleu cooking class, and purchased a gadget by mail order. That person could be included in each source.

A person may be in 2 DIFFERENT sources, but one source should not have duplicates of the same person. By looking at the number of individuals in one single, quality source we know there are at least that many unique individuals in a particular category.

Audience Categories	Maximum Audience Size
SPECIAL TASTES	
<u>Dieters & Low Fat</u>	<u>4,268,000</u>
<u>Ethnic Food Lovers</u>	<u>6,011,000</u>
<u>Healthy & Vegetarian</u>	<u>18,910,000</u>
FOODIES AT HOME	
<u>BBQ Fanatics</u>	<u>2,800,000</u>
<u>Homestyle Cooks</u>	<u>1,800,000</u>
<u>Devoted to Baking</u>	<u>6,300,000</u>
<u>Recipe Collectors</u>	<u>5,078,000</u>
<u>Chefs at Home</u>	<u>14,000,000</u>
<u>Cooking Gear & Gadgets</u>	<u>17,110,000</u>
<u>Books & Magazines</u>	<u>5,650,000</u>
<u>Mail Order Buyers</u>	<u>21,660,000</u>
THE UPPER CRUST	
<u>Culinary Travel & Classes</u>	<u>3,411,000</u>
<u>The Dining Out Set</u>	<u>9,950,000</u>
<u>Upscale Epicurian</u>	<u>16,300,000</u>
<u>Gourmet Everything</u>	<u>25,650,000</u>
<u>Food, Spirits & Wine</u>	<u>27,200,000</u>

Selects

Targeting for Specific Attributes

Marketers wanting to reach Foodies using email and postal mail have a whole farmers’ market of available options to work with. The 202 distinct, high-quality audience sources in this report are actively collecting data focused on “Foodies” in the US. This cornucopia of data lets marketers deliver messaging targeted to consumers’ particular palates.

Selects are the myriad of additional details that data owners collect about the individuals in their list. After marketers choose the sources for their campaign they can select consumers with particular attributes within each source for even greater precision.

Some of the available selects in the sources used in this report include, among others:

- ◆ Age
- ◆ Gender
- ◆ Ethnicity
- ◆ Marital Status
- ◆ Child(ren) at Home
- ◆ Age & # of Children
- ◆ Income
- ◆ Education
- ◆ Occupation
- ◆ Activities & Interests
- ◆ Charitable Donor
- ◆ Net Worth
- ◆ Home Owner
- ◆ Dwelling Type
- ◆ Home Value
- ◆ Length of Residence
- ◆ Credit Card Buyers
- ◆ Online Buyers
- ◆ Mail Order Buyers
- ◆ Multi-Buyers
- ◆ Purchase amounts
- ◆ Products purchased

Category Details

SPECIAL TASTES

DIETERS & LOWFAT FANS:

Whether watching their weight, lowering cholesterol, or reducing sodium, these Foodies work a little harder to whip up creative and delectable meals, snacks, and deserts.

ETHNIC FOOD LOVERS:

Asian, Italian, and more, these chefs have a definite interest in a specific ethnic food. In addition to special ingredients, they’re looking for certain gear as well – think woks, pasta machines, and sauce bowl sets among other items.

HEALTHY & VEGETARIAN

There’s way more happening here than soybeans and brown rice, although they are certainly present in creative and tasty ways. Uncommon grains, gluten free alternatives, special oils and spices add piquancy and dazzle for these special chefs. Organic is important, and these people will seek out locally grown ingredients, and often support family farms.

FOODIES at HOME

BBQ FANATICS:

With a higher percentage of men than any other category, this bunch loves meat, all kinds of meat. But they also think darn near any kind of food would benefit from some time over the coals. They buy deluxe grills and lots of fancy gadgets. No matter the occasion, you’ll find them flipping something on the grill in every season.

HOMESTYLE COOKS:

Cherished family recipes are at the center of regular Sunday gatherings. Extended family and friends meet to enjoy hearty dinners unabashedly rich in meat & carbs. These classic family recipes are passed down from one generation to the next.

DEVOTED to BAKING:

These sweet creators are often specialists, focused on baking and confections with less interest in other kinds of cooking. Fancy baking calls for particular cookware and ingredients

Category Details

so this group frequently orders online, and from specialty catalogs and suppliers. They have a strong interest in color, design, and decoration.

RECIPE COLLECTORS:

From beloved family favorites to the latest trends, collecting and organizing is half the fun. Whether a dog eared paper book or the latest, biggest iPad, they enjoy browsing their collection and planning every aspect of an upcoming feast.

CHEFS at HOME:

These excellent chefs don't lower the bar because they're cooking for family or friends. Small dinner parties showcase their talent, where beautiful presentation accompanies great taste. They scour the markets for the perfect ingredients, set a lovely table and have quality appliances and equipment.

COOKING GEAR & GADGETS:

This is another populous group whose members are found in other categories as well. Whatever their income or palate preferences, they love to own a variety of gadgets, devices, small appliances, and cookware. From ultra high-end food processors, through quality sets of pots and pans, to lovers of salt and pepper shakers, this bunch is well equipped.

COOKBOOK & MAGAZINE READERS:

As much as the recipes, gorgeous imagery draws their attention. Beautifully set tables, artful presentation, with plates perfectly arranged - give them a feast for the eyes as well as the palate. This group is interested in many aspects of a beautiful home from furnishings to granite to luxurious baths.

MAIL ORDER BUYERS:

A rather sprawling category, this bunch includes buyers of the very many items that are available by mail order. Some of these consumers are members of smaller, niche databases of specialty food buyers. They may purchase hard to find smoked meats and cheeses, fine wines, highest quality caviar, unique spices, or hard to find ingredients.

Category Details

THE UPPER CRUST

CULINARY TRAVEL & CLASSES:

These foodies take Cordon Bleu classes and hone their skills just for the pleasure of learning. Some incorporate their passion for haute cuisine into their leisure pursuits. Vacations may be planned around the culinary experience and destination cuisine.

DINING OUT SET:

Often but not always well-heeled, these frequently urban foodies can be found at the terribly expensive French restaurant, the hole in the wall Jamaican joint in pursuit of jerk chicken, or the hot new food truck. Diverse in age as well as income these consumers are often avid cooks, and wine lovers.

UPSCALE EPICURIANS:

Firmly atop the income brackets, they are most likely to occupy the penthouse as well. These big city dwellers with country homes demand the finest foods and wine and have the means to ensure they get it, whether dining out or cooking in their professional grade kitchens. They order exquisite delicacies not available in the local stores from specialty catalogs - caviar and champagne of the highest quality.

GOURMET EVERYTHING:

This large group self-identifies with "gourmet" across a range of categories. Skewing toward affluent, they enjoy dining out as well as entertaining at home. An appreciation for fine wines accompanies a passion for quality ingredients, the latest cooking trends, and well equipped kitchens.

FOOD, SPIRITS & WINE:

These consumers are most certainly members of other categories as well as this one. They all have a definite appreciation for fine wine and/or spirits to enhance their meals. In addition to wine these foodies enjoy superb cognacs, champagne, and rare single malt scotch.

Direct Marketing Process

Executing an Email Campaign

Each individual who receives the marketing email has given consent, allowing Third Parties to contact them. The contact is always indirect - the Data Owner sends the message on behalf of the Third Party marketer, always keeping possession of the email addresses. Only the Data Owner has a permissioned relationship with the consumer.

The first step is Data Selection. This includes researching available Data Owners to locate high quality Audience Groups which best match the Brand’s target consumer.

The Brand and/or their Agency develop the creative to be deployed - usually an html email with numerous links back to the Brand’s digital real estate.

That creative is distributed to the Data Owners who will be sending the email to the selected individuals. The creative is thoroughly tested and dynamically customized, which usually takes less than a day.

The final creative is sent by the Data Owners to the recipients who meet the marketer’s criteria.

Because it is from the white-listed domain of the Data Owner, the consumer’s email client accepts it. High quality sources deliver over 95% in-box placement rate.

A performance report is delivered to the marketer within 48-72 hours, detailing the total opens, clicks, and other specifics.

This approach lets the marketer reach completely new prospects with each campaign, and each prospect is explicitly qualified according to the marketer’s criteria. If desired, the marketer can also “suppress” their existing customers from the recipient list to ensure that the message is only going to completely new prospective customers.

Finally, marketers can customize an approach to re-contacting these same consumers after that first email is delivered. Some marketers send a direct mail piece to consumers who open an email. Others follow up with those who click on a link via social or mobile. Still others will add in digital touches after the initial email contact.

Data Processing

Typical Data Processing Steps

Example of Opt-In and verification process

COLLECT DATA



Consumer file is compiled via 5,000+ opt-in content & destination websites, online publishers, data partners, co-registration

CONFIRM DATA



Each record must be confirmed by a minimum of 2 sources, and is verified against telecom files & directory assistance files

DATA HYGIENE



Scrubbed against internal & partner files, bounce files, DMA Do Not Mail files, deceased & prison files, NCOA, DPV, CASS, & ECOA

ENHANCEMENT



200+ demographic & lifestyle attributes are added to each record from data overlays, online & offline surveys, & telemarketing

RELEASE for USE

Make available for Direct Marketing and Append Projects

About

Infocore

www.infocore.com

Infocore is a global data sourcing and insights agency, serving Fortune 1000 marketers and their agencies in more than 150 countries around the world. Its blue chip clients use this carefully vetted data to power their customer acquisition and CRM initiatives, and to enrich their large customer databases with critical data elements and triggers, enhancing the efficiency and potency of their B2B and Consumer marketing activities.

In business for over 22 years, Infocore is a strong, profitable, well-known brand in the marketing data and insights industry, with a sterling reputation for service, precision, expertise and deep market knowledge.

As an acknowledged global expert in acquiring high quality data for US based multinationals, Infocore’s current clients include Nissan, Mazda, Honda, Toyota, NetFlix, IBM, Microsoft, P&G, Dell, Disney, American Express and dozens more in the Tech, Financial Services, Automotive and Consumer products sectors. Infocore also works closely with some of the biggest agencies and customer analytics firms in the world, including Epsilon, Yes Lifecycle Marketing, TBWA Chiat Day, Hacker Group, Maritz, Garage Team Mazda, TeamOne, ASPEN, Ogilvy, RAPP and many more.

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