



Hitwise helps the UK's Pension Service target low income men aged 50-64 online.

“Hitwise has helped us to strategically target our audience online. The Hitwise account managers are well informed about our needs and add value to our marketing programmes.”
 - Harry Davies, E-Comms Adviser, Department for Work and Pensions

Industry
Government

Competitive Insights for Audience Profiling

The Challenge

The Pension Service (part of the Department for Work and Pensions) operates a free service that traces pensions for people who have lost contact with their private or occupational pensions.

The DWP turned to Hitwise to find a way to target users of this service online (men aged between 50 and 64, with an income below £29k) and develop a co-ordinated online marketing campaign.

The Solution

Using the Hitwise Demographic Site Search feature, the DWP was able to quickly isolate the websites that their target audience visited regularly (*As shown below*). They subsequently bought keywords and banner advertising on these websites as part of an affiliate/banner advertising campaign.

The websites selected (including Genes Reunited) performed well over the 4 week campaign, with the Pension Tracing Service conducting 4,427 traces in the month (up from an average of 3,300/month), an increase of 34%.

The Benefits

Hitwise has given the DWP a better understanding of our online audience and helped us target our marketing spend more effectively.

Find >> Sites by Demographic Composition

Search against the following demographic and lifestyle criteria:
 Hold down the Ctrl key to select (or de-select) multiple items from the same option box.

<p><u>Gender</u></p> <ul style="list-style-type: none"> Male Female <p>Select: All / None</p>	<p><u>Age</u></p> <ul style="list-style-type: none"> 25-34 35-44 45-54 55+ <p>Select: All / None</p>
<p><u>Region</u></p> <ul style="list-style-type: none"> East East Midlands London North East <p>Select: All / None</p>	<p><u>Social Grade</u></p> <ul style="list-style-type: none"> A/B C1 C2 D/E <p>Select: All / None</p>
<p><u>Mosaic UK Group</u></p> <ul style="list-style-type: none"> A: Symbols of Success B: Happy Families C: Suburban Comfort D: Ties of Community <p>Select: All / None</p>	<p><u>Mosaic UK Type</u></p> <ul style="list-style-type: none"> A01: Global Connections A02: Cultural Leadership A03: Corporate Chieftains A04: Golden Empty Nesters <p>Select: All / None</p>

Hitwise Competitive Intelligence Tool: Find sites by demographic composition.