

The logo features the word "STARCOUNT" in a white, uppercase, sans-serif font. Above the letters "A", "R", and "C" is a thin white arc that ends in a small white dot above the letter "T". The background is a dark blue gradient with several concentric, glowing teal circles and four teal dots connected to the circles by thin lines, creating a futuristic, orbital aesthetic.

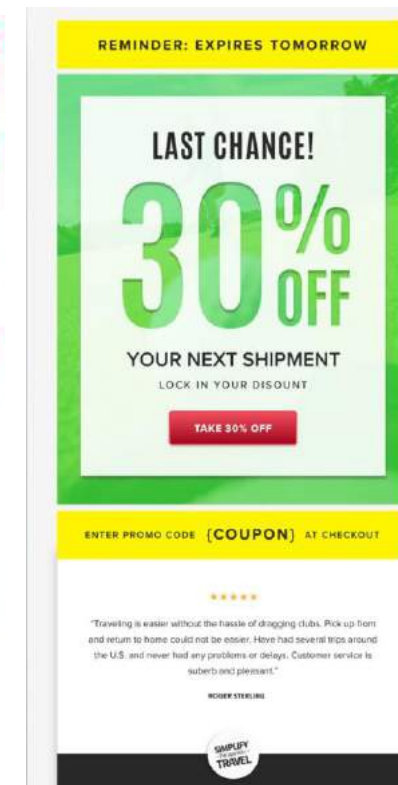
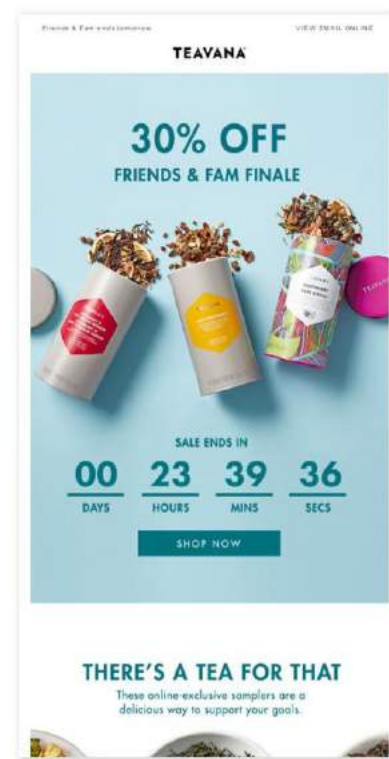
# STARCOUNT

CONNECT EMOTIONALLY WITH CUSTOMERS.

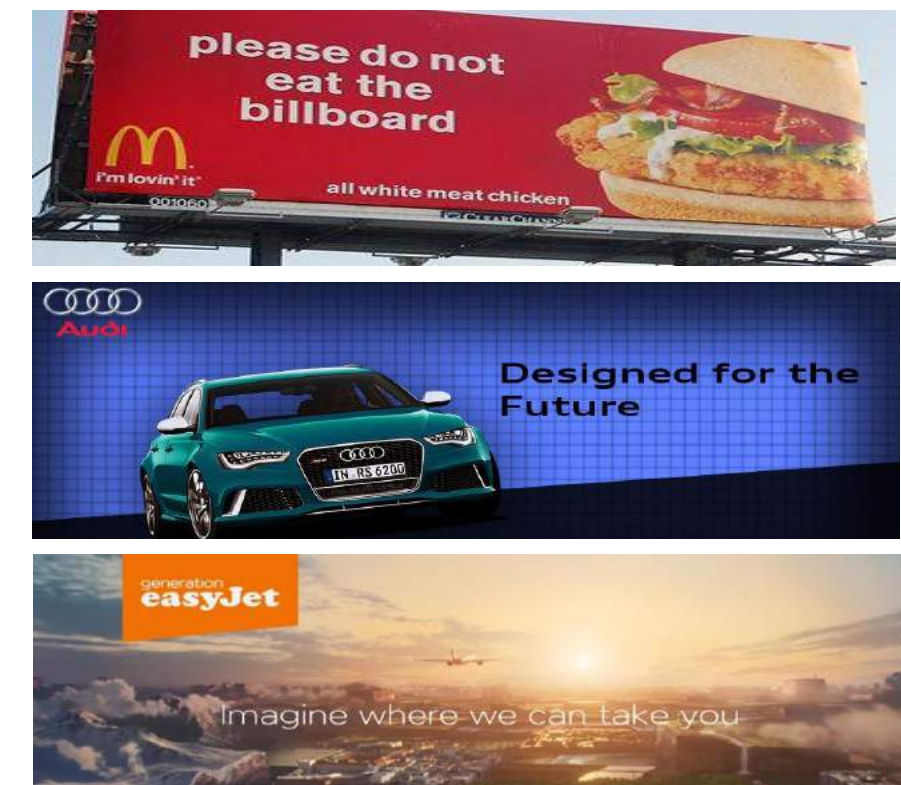
# THE CHALLENGE

Brands are often conflicted from balancing KPIs that require brand building versus shifting product through financial offers.

This means most advertising campaigns are optimised for incremental gains rather than building relationships or loyalty.



**The Promotional**  
Optimised for short term impact

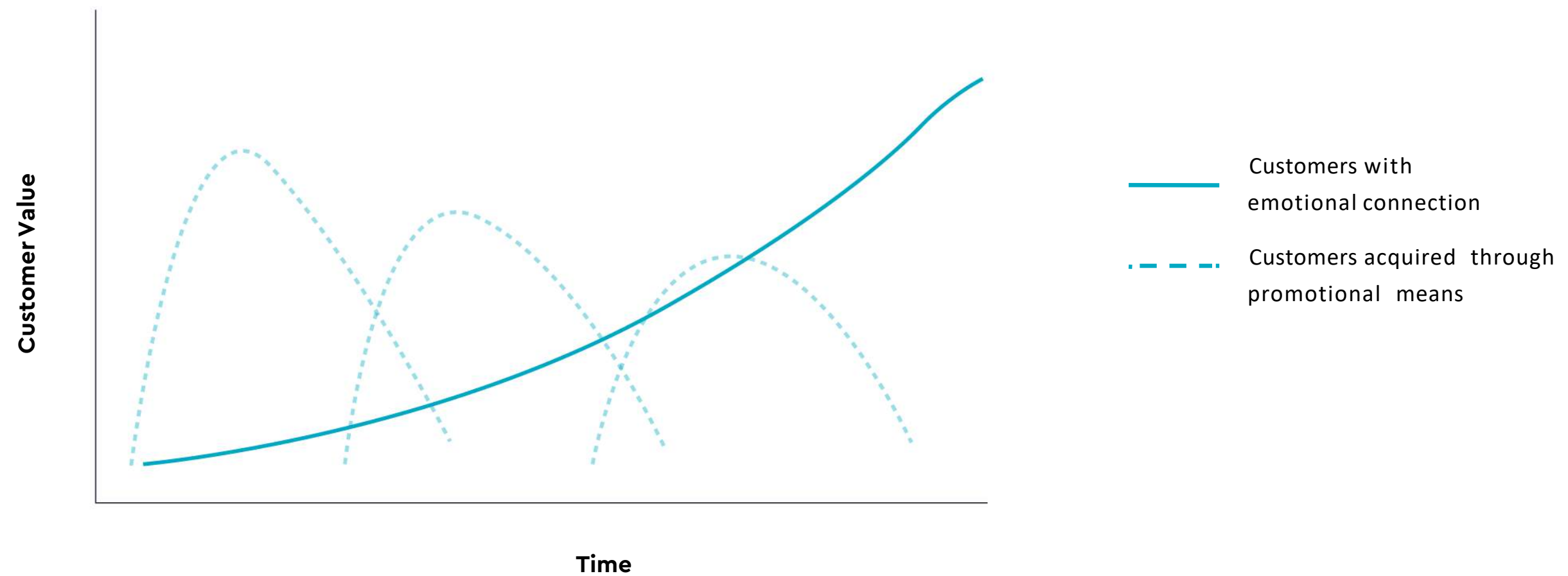


**The Emotional**  
Mass-marketed and expensive

# THE IMPACT

## THE LOYALTY DILEMMA

Sustainable growth requires more emotional growth than rational or promotional persuasion. Engage customers emotionally and they will have stronger loyalty and value to your brand.



PROMOTIONAL LOYALTY VS EMOTIONAL LOYALTY



## OUR MISSION

**We aim to help brands connect emotionally with their customers to build lasting relationships & loyalty.**

We do this by bringing new data and insight to the marketing & advertising ecosystem that shows what customers care about.

We call these Customer Mindsets.



# OUR WORK

## ACQUIRE



### TARGETED ACQUISITION CAMPAIGN:

delivered a **35% uplift** in exposure to the target audience



### LOOKALIKE PROSPECTS:

identified **12.5 million** best prospects in US and SE Asia for a luxury brand

## RETAIN



### INCREMENTAL SALES:

incremental **£2.9 million** per month for a major UK retailer



### PREVENTED CHURN:

retained **60%** of customers who looked likely to lapse

# BENEFITS OF CONNECTING EMOTIONALLY WITH CUSTOMERS



## BETTER MARKETING

Messaging with emotionally relevant content is **7x** effective



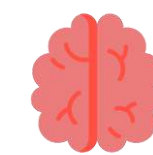
## HIGHER SPEND

**70%** of emotionally engaged consumers spend up to two times or more on brands they are loyal to



## ADVOCACY

**80%** of emotionally engaged consumers will promote brands they are loyal to among their family and friends



## FRONT OF MIND

**86%** of consumers with high emotional engagement always think of the brands they are loyal to when they need something

# SO WHY DON'T **WE ALL DO IT?**

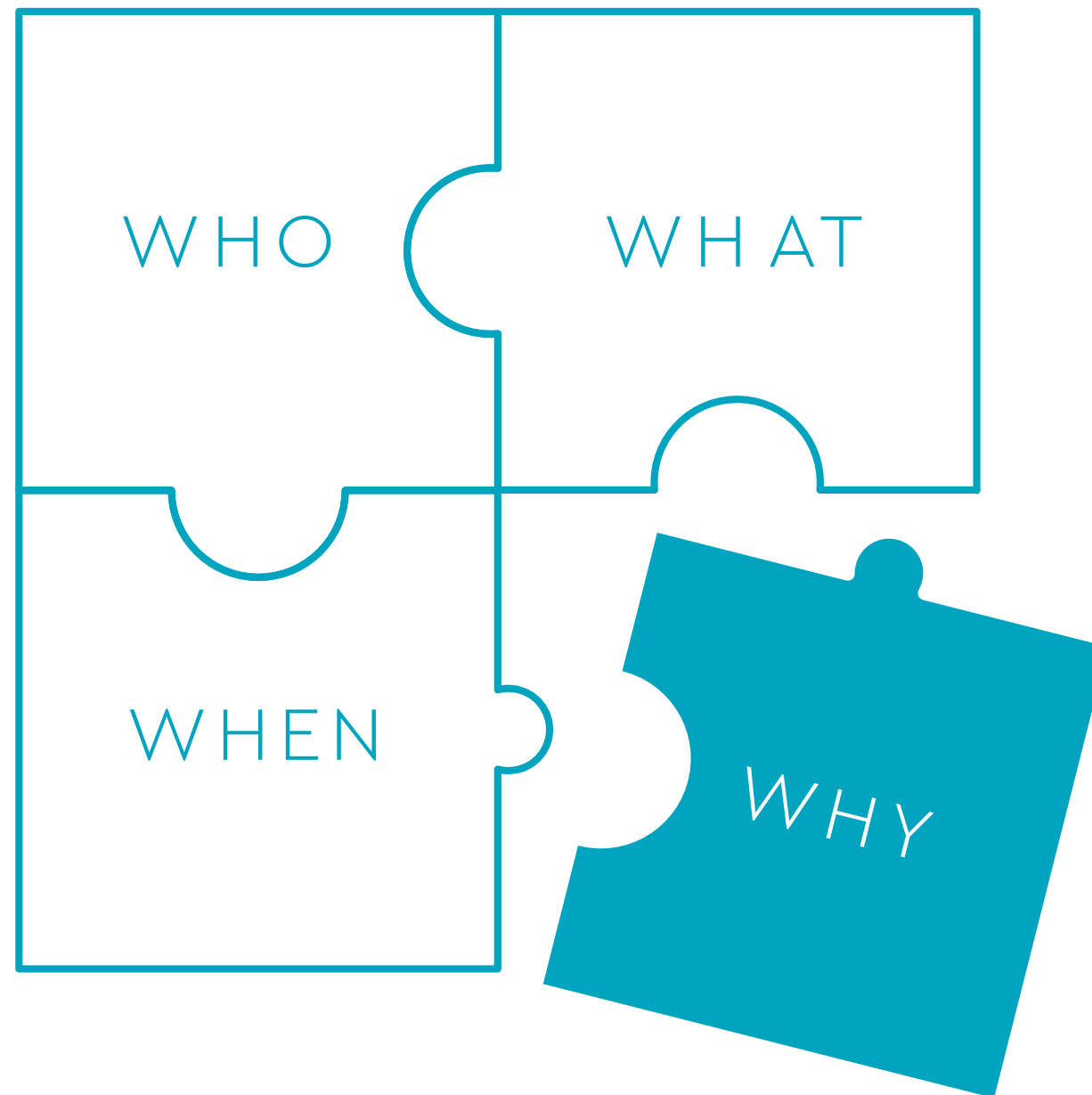
Connecting emotionally is hard with the data available to you today...

## WHO

Demographics tells you more about who someone is and still reigns king as the only available data targeting across media channels.

## WHEN

With the decline of the 3<sup>rd</sup> party cookie, it's becoming just as challenging to target when someone is in market digitally.



## WHAT

Your customer transaction data shows you what someone has bought from you in the past

## WHY

To date, survey's is the only data to help you understand why someone buys but isn't cannot be matched or activated.

Until now...

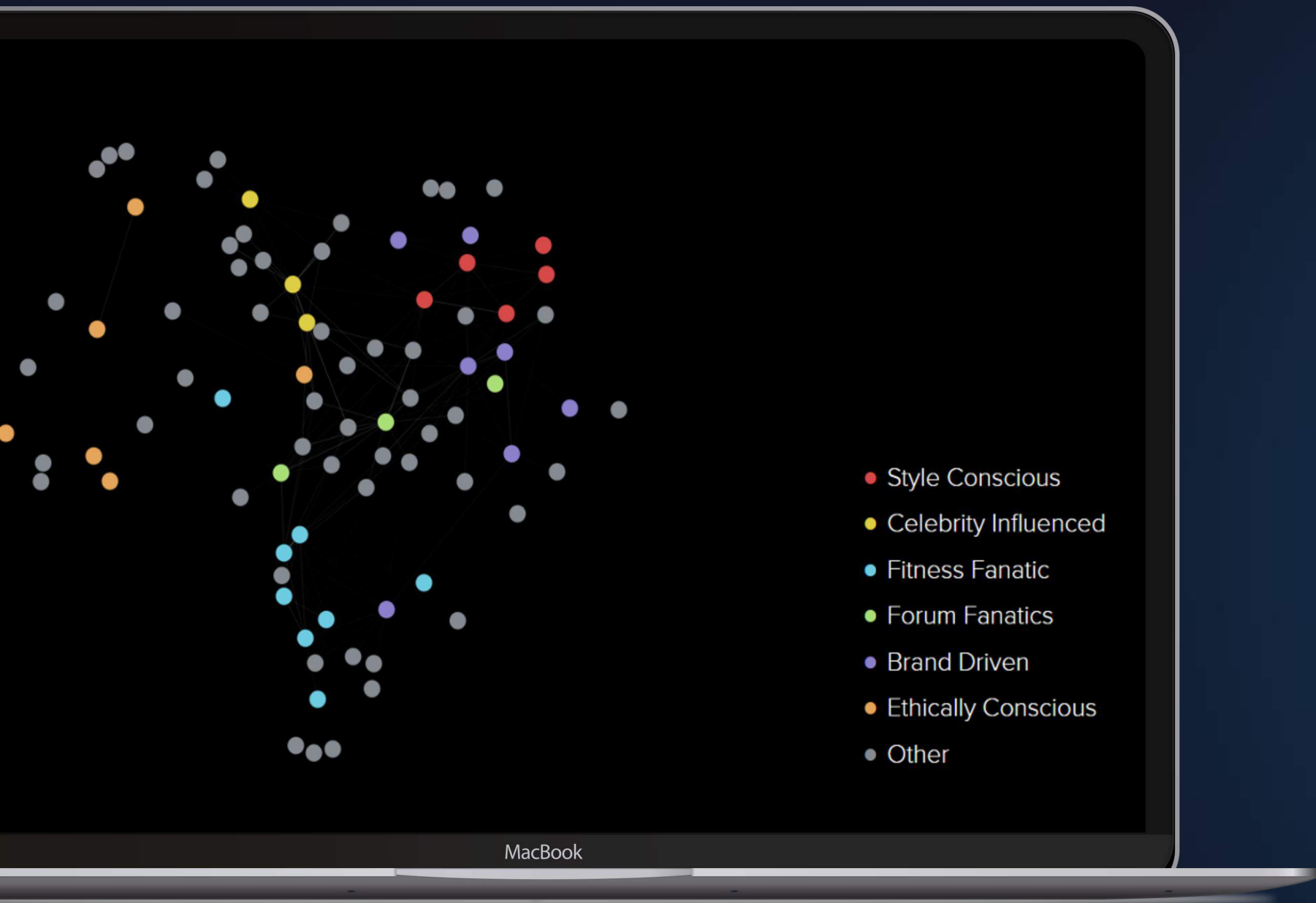


# OUR DATA

ACTIVATING MINDSETS...



# OUR CONSUMER MINDSETS



Environmentally-conscious

Fitness-fanatic

House-proud

Pet-lovers

Forum-fanatics

Health-conscious

Spiritually-driven

Family-values

Discount-savvy

Aspirational

Premium-lifestyle

Early-adopters

Trend-setters

Risk-averse

Convenience-driven

Celebrity-influenced

Online-researcher

Experience-lover

...and many more!



## OUR CONSUMER MINDSETS

400,000 defining accounts  
1.3 billion global consumers  
Av. follow of 50 accounts



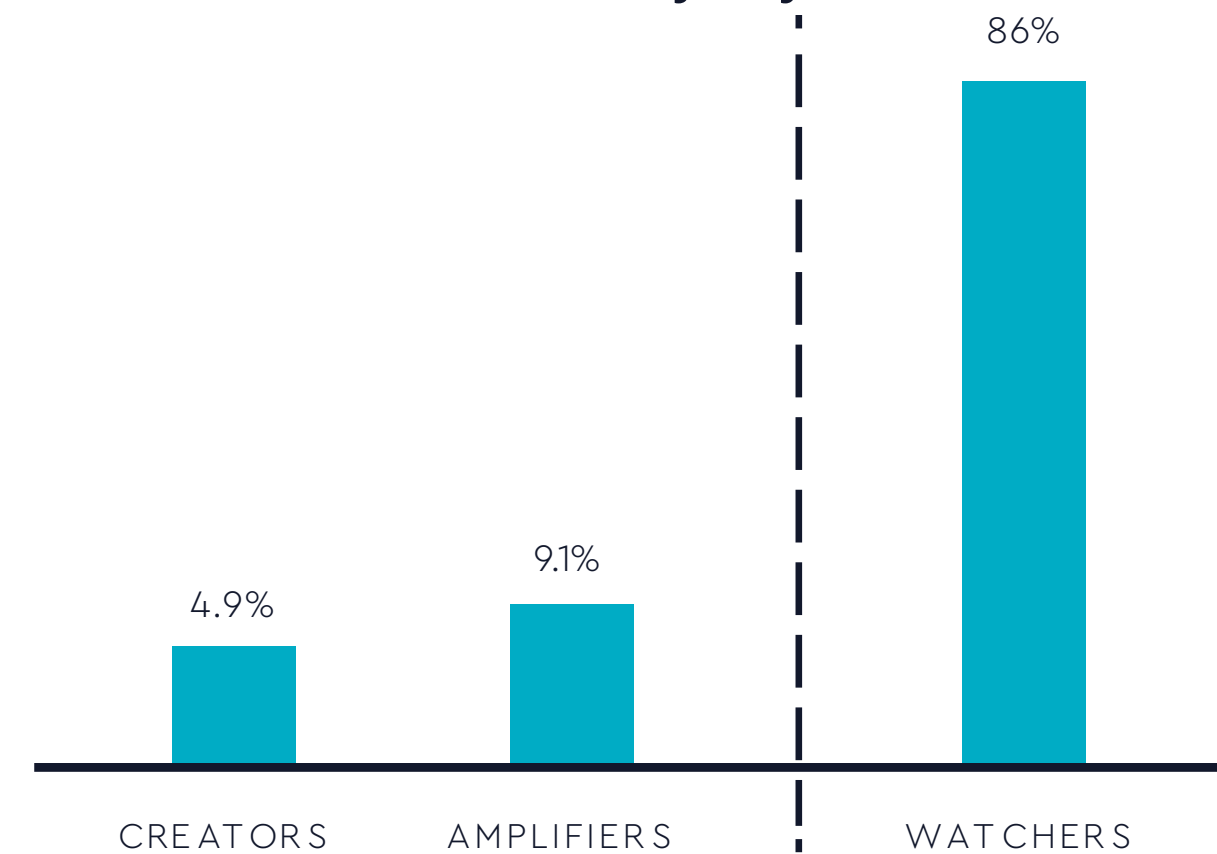
# WHY SOCIAL CONNECTIONS?

Best Source Of **What You Love**

It's **Global**

**Dynamic** Data That Changes With Trends

**Silent Majority**



# OUR CONSUMER INTERESTS

## ALCOHOL

- ✓ Beer & Cider
- ✓ Wine
- ✓ Spirits & Liquor

## BEAUTY

- ✓ Cosmetics
- ✓ Haircare
- ✓ Skincare
- ✓ Nailcare
- ✓ Male Grooming

## SCIENCE

- ✓ Maths
- ✓ Space & Astronomy

## BUSINESS

- ✓ Business Advice & Training
- ✓ Business Leadership
- ✓ Business Strategy & Consultancy
- ✓ Entrepreneurship & Start Ups
- ✓ Human Resources
- ✓ Law
- ✓ PR, Marketing & Advertising
- ✓ Small Business

## LEARNING & EDUCATION

- ✓ Academia
- ✓ Philosophy
- ✓ Teaching

## GAMING

- ✓ Action & Adventure Games
- ✓ Combat & Fighting Games
- ✓ eSports
- ✓ MOBA Games
- ✓ Racing Games
- ✓ RPG Games
- ✓ Shooter Games
- ✓ Simulation & Sandbox Games
- ✓ Sports Games

## LIFESTYLE

- ✓ Lifestyle Tips
- ✓ Celebrity Gossip
- ✓ Socialising
- ✓ Cosplay
- ✓ Shopping
- ✓ Self Improvement
- ✓ Family & Parenting
- ✓ Weddings & Getting Married
- ✓ Dating & Relationships
- ✓ Coupons & Saving Money
- ✓ Pets & Animals
- ✓ Piercing & Tattoos
- ✓ Gambling & Casinos
- ✓ Finding a Job

## HOUSE & HOME

- ✓ Buying a Home
- ✓ DIY
- ✓ Gardening
- ✓ Furniture
- ✓ Interior Design
- ✓ Property & Construction
- ✓ Architecture

## MOTORING

- ✓ Boats
- ✓ Cars
- ✓ Motorbikes
- ✓ Trucks
- ✓ Electric Vehicles

## FASHION

- ✓ Fashion – Affordable
- ✓ Fashion – Premium
- ✓ Fashion – Luxury
- ✓ Jewellery & Accessories
- ✓ Shoes
- ✓ Sportswear & Lifestyle
- ✓ Watches
- ✓ Handbags

## NEWS & CURRENT AFFAIRS

- ✓ Local & Regional News
- ✓ National & International News
- ✓ Traffic & Travel News
- ✓ Weather News

## PHILANTHROPY

- ✓ Animal Charities
- ✓ Medical & Health Charities
- ✓ Human & Civil Rights
- ✓ Poverty
- ✓ Planet Protection

## HEALTH & FITNESS

- ✓ Body Building & Weightlifting
- ✓ Fitness
- ✓ Pilates, Yoga & Meditation
- ✓ Sleep Optimisation
- ✓ Sports Nutrition
- ✓ Weightloss
- ✓ Health & Wellbeing

## BOOKS & LITERATURE

- ✓ Comic Books
- ✓ Fiction Books
- ✓ Poetry
- ✓ Writing

## MUSIC

- ✓ Music
- ✓ Blues Music
- ✓ Classical Music
- ✓ Country Music
- ✓ Dance Music
- ✓ Electronic Music
- ✓ Gospel Music
- ✓ Hip-hop Music
- ✓ Metal Music
- ✓ Jazz Music
- ✓ Popular Music
- ✓ Rap Music
- ✓ Rock Music
- ✓ R&B Music
- ✓ Soul Music
- ✓ Asian Pop Music
- ✓ World Music
- ✓ Live Music & Festivals

## TRAVEL & LEISURE

- ✓ Cruises
- ✓ The Great Outdoors
- ✓ Museums
- ✓ Theme Parks
- ✓ UK Travel
- ✓ Holidays

## HOBBIES

- ✓ Fishing
- ✓ Bird & Wildlife Spotting
- ✓ Hunting & Shooting
- ✓ Orienteering & Survival
- ✓ Hiking & Trekking
- ✓ Chess
- ✓ Toys & Board Games
- ✓ Photography
- ✓ Playing Music
- ✓ Cinema
- ✓ History
- ✓ Antiques New

## POLITICS & WORLD AFFAIRS

- ✓ Local & Regional Politics
- ✓ National Politics
- ✓ International Politics
- ✓ Military & National Security
- ✓ Public Healthcare
- ✓ UK Politics
- ✓ US Politics

## TV ENTERTAINMENT

- ✓ Award Shows
- ✓ Children's TV Shows
- ✓ Crime Shows
- ✓ Documentaries
- ✓ Game Shows
- ✓ Music TV Shows
- ✓ News Shows
- ✓ Reality TV Shows
- ✓ Sitcom
- ✓ Soap Opera
- ✓ Talent Shows
- ✓ Talk Shows
- ✓ Teen Drama

## FOOD & DRINK

- ✓ Coffee
- ✓ Tea
- ✓ Soft Drinks
- ✓ Energy Drinks
- ✓ Vegan
- ✓ Vegetarian
- ✓ Gluten Free
- ✓ Organic Food
- ✓ Healthy Eating
- ✓ Sweet Treats
- ✓ Fast Food
- ✓ Cooking
- ✓ Baking
- ✓ Eating Out

## SUSTAINABILITY

- ✓ Climate & Green Issues
- ✓ Ethnic Diversity
- ✓ Food Waste
- ✓ Gender Diversity
- ✓ Mental Health
- ✓ Nature Conservation
- ✓ No Poverty
- ✓ Ocean Conservation
- ✓ Plastic Free
- ✓ Recycling
- ✓ Renewable Energy
- ✓ Zero Hunger

## PHILANTHROPY

- ✓ Animal Charities
- ✓ Medical & Health Charities
- ✓ Human & Civil Rights
- ✓ Poverty
- ✓ Planet Protection

## FINANCE

- ✓ Accountancy
- ✓ Economics
- ✓ Financial Technology
- ✓ Insurance
- ✓ Investment
- ✓ Personal Finance
- ✓ Trading

## SPORTS

- ✓ American Football
- ✓ Athletics
- ✓ Baseball
- ✓ Basketball
- ✓ Boxing
- ✓ Cricket
- ✓ Cycling
- ✓ Equestrian Sports
- ✓ Football
- ✓ Golf
- ✓ Gymnastics
- ✓ Martial Arts
- ✓ Netball
- ✓ Rugby League
- ✓ Rugby Union
- ✓ Running, Marathons & Triathlons
- ✓ Tennis
- ✓ Wrestling
- ✓ Extreme Sports
- ✓ Motor Sports
- ✓ Racket Sports
- ✓ Water Sports
- ✓ Winter Sports

## PERFORMING ARTS

- ✓ Dance / Ballet
- ✓ Theatre and Stage Shows
- ✓ Magic
- ✓ Opera
- ✓ Singing

## ART & DESIGN

- ✓ Antiques
- ✓ Crafts
- ✓ Drawing
- ✓ Painting
- ✓ Fine Art
- ✓ Art
- ✓ Design

## ENTERTAINMENT

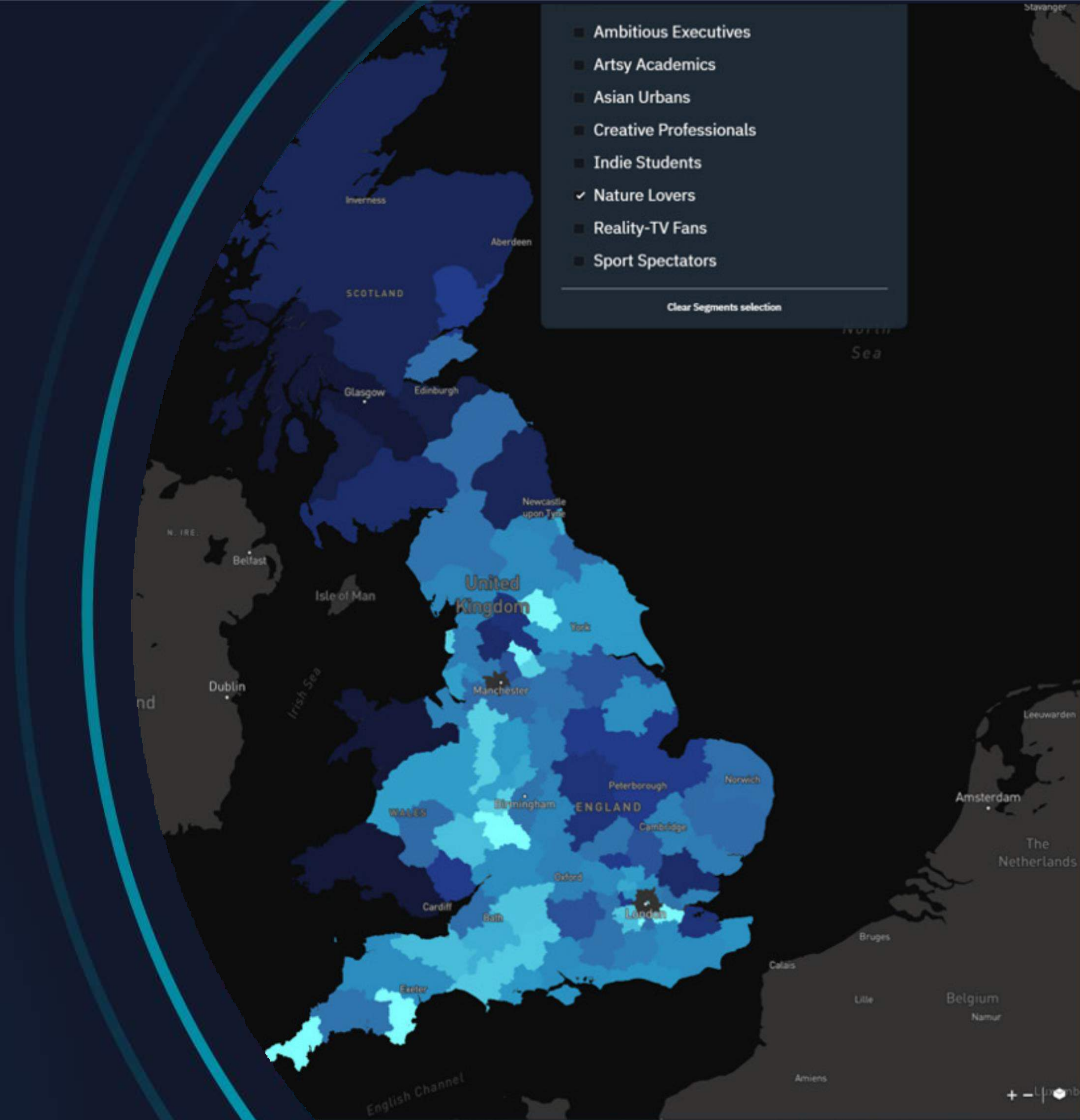
- ✓ Action
- ✓ Anime
- ✓ Animation & Cartoons
- ✓ Bollywood
- ✓ Comedy
- ✓ Drama
- ✓ Historical Drama
- ✓ Horror
- ✓ Romance Drama
- ✓ Fantasy
- ✓ Science Fiction
- ✓ Thriller
- ✓ Legal Drama
- ✓ Medical Drama
- ✓ Musical Drama
- ✓ Period Drama
- ✓ War Drama
- ✓ Watching Movies
- ✓ Radio Shows

# MAPPING MINDSETS

FIND THE CUSTOMERS WHO CARE

1.8 million postcodes  
DYNAMIC  
PREDICTIVE  
ACCURATE

Understand. Retain. Acquire. **CONNECT.**



# DATA-DRIVEN MARKETING



## CRM

Every customer appended with a mindset segment for relevant messaging.



## OOH

Combine our postcodes with movement data to find the best sites.



## MAIL

Use our postcodes to target relevant households.



## DIGITAL & SOCIAL

Audience recipes for paid social or programmatic. Enrich 1st party data for probabilistic modelling or contextual



## TV / RADIO

Use postcodes for regional optimisation or export top shows/channels for addressable TV













## Influencers/ Partnerships

Use our top brands and influencer lists to make smart data-driven partnership decisions

# CLIENT TESTIMONIALS

Don't just take our word for it...

"Starcount brings the targeting variables that brands love from the digital & social walled-gardens into an omnichannel and measurable solution"

"Thanks to Starcount, we can now target our customers based on their attitudes – a marketers' dream come true"

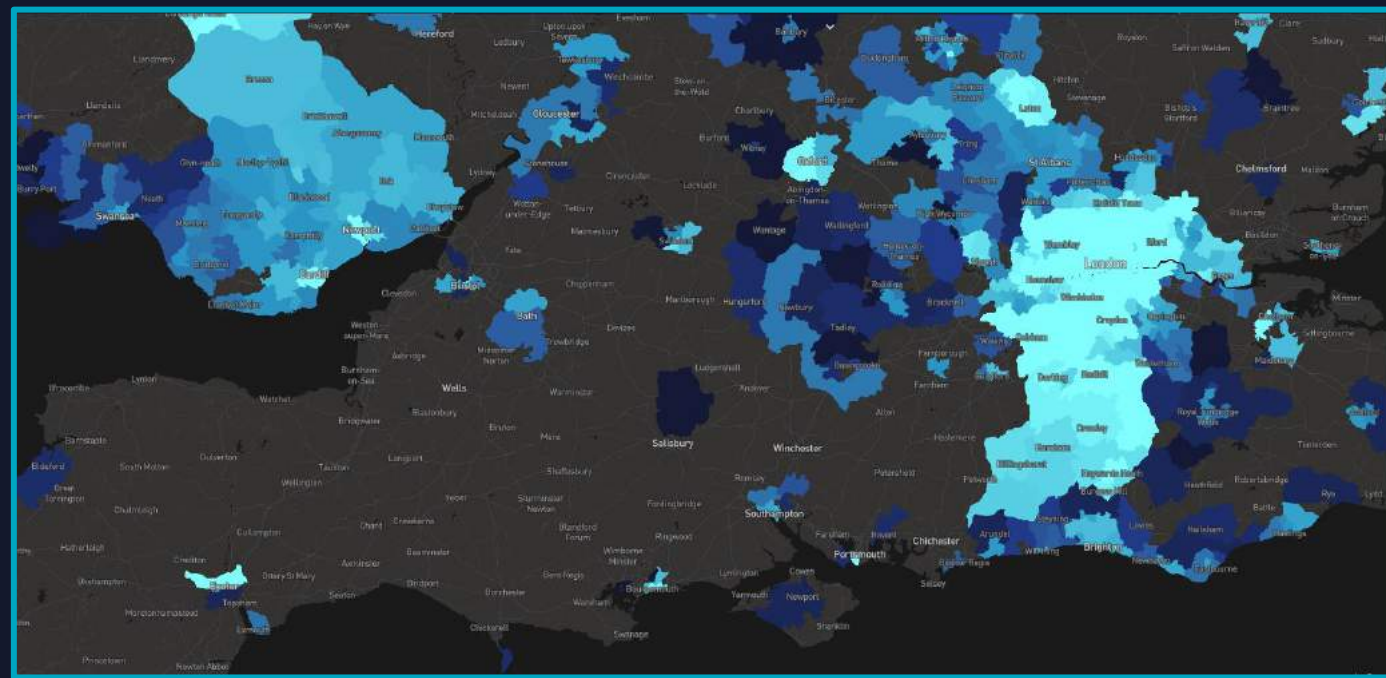
"In only 8 weeks, Starcount showed us how to leverage and enhance our data, transforming how we communicate with current and target customers to drive sales and increase loyalty"

"We are always looking for partners that enhance our offering and add value for our clients, Starcount's unique capabilities do just that, delivering audience insights and location targeting in a way nobody else can"

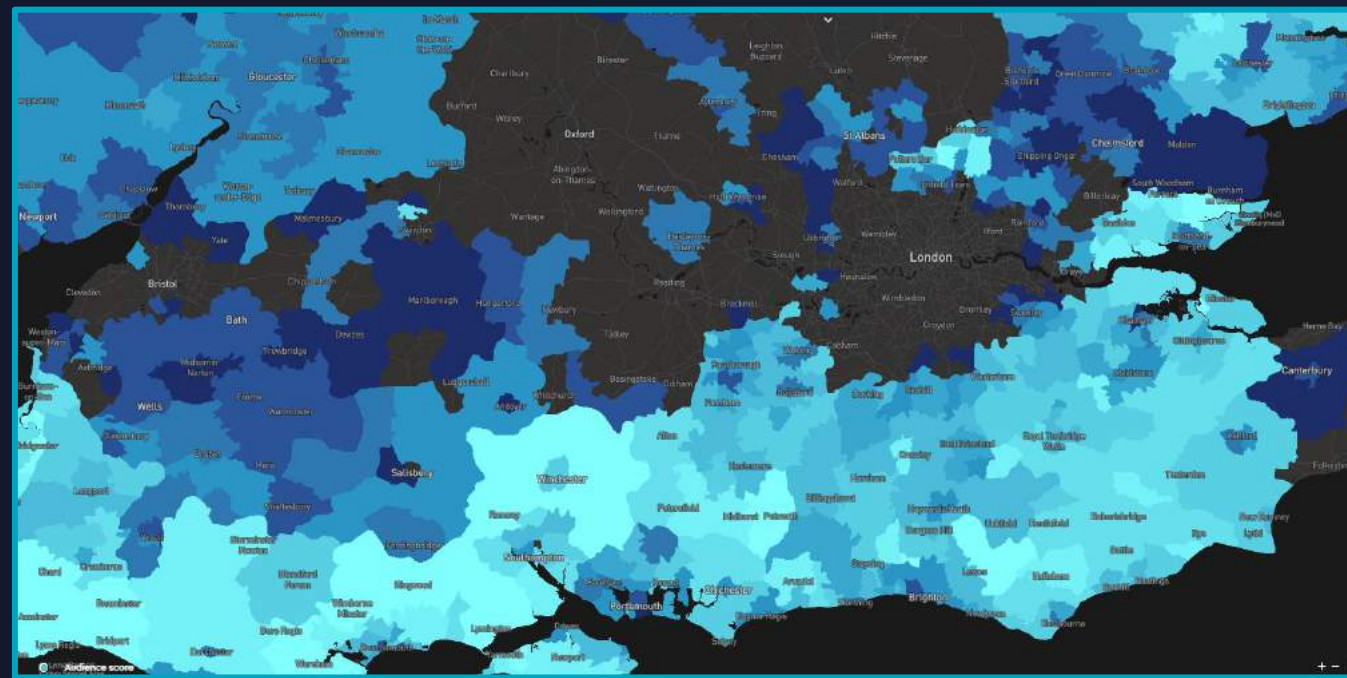
# FIND THE CUSTOMERS WHO CARE: CHARITIES

Starcount profile 30 million people in the UK and what they care about:

- ♥ There are **4.5 million people** who follow one or more of our **49 causes**.
- 🧠 Our models show how likely each postcode is to care about these causes.
- 🎯 Use this data to **find the customers who care** for CRM, Mail, OOH, TV and digital.



Find the customers who care: **CHILDRENS CHARITIES**



Find the customers who care: **ANIMAL WELFARE**

15% OF THE UK NOW  
ENGAGE WITH A CAUSE

INTERESTS MINDSETS CAUSES SEGMENTS DEMOGRAPHICS MEDIA

🔍

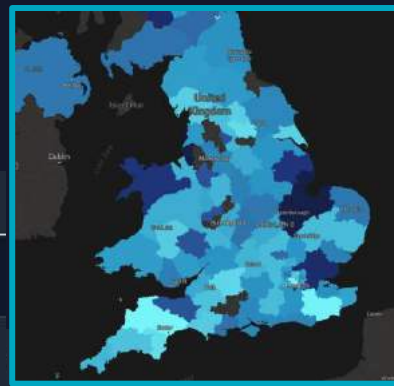
- Animals
- Causes
  - Anti Racism
  - Domestic Violence
  - Ethical Food
  - Fairtrade
  - Feminism
  - Human Rights
  - LGBTQ+ Diversity
  - Legal Rights
  - National Development
  - Refugees & Equality
  - Vegan Lifestyle
- Health
- Sustainability
- UK
- World

Clear Causes selection

# FIND THE CUSTOMERS WHO CARE: RSPCA



## ANIMAL WELFARE 882,206 postcodes care

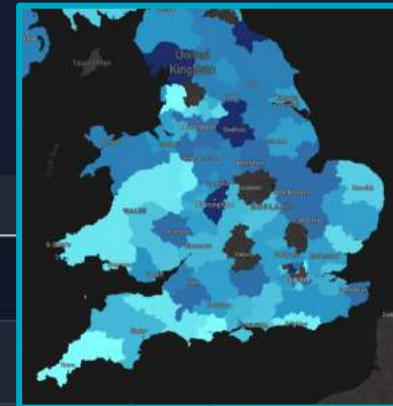


RANK	INTEREST
1	Pets & Animals
2	Animal Charities
3	Philanthropy
4	Sustainability
5	Nature Conservation
6	Climate & Green Issues
7	Documentaries
8	Vegetarian
9	Vegan
10	Bird & Wildlife Spotting
11	Hobbies
12	The Great Outdoors

RSPCA (England & Wales) @RSPCA_official
Dogs Trust @DogsTrust
PDSA @PDSA_HQ_
Blue Cross @The_Blue_Cross
PETA UK @PETAUK
Battersea @Battersea_
DogLost @DogLostUK
League Against Cruel Sports @LeagueACS
The Donkey Sanctuary @DonkeySanctuary
Cats Protection @CatsProtection

## VEGANS FOR ANIMALS 847,566 postcodes care



RANK	INTEREST
1	Vegan
2	Vegetarian
3	Pets & Animals
4	Animal Charities
5	Philanthropy
6	Sustainability
7	Climate & Green Issues
8	Nature Conservation
9	Documentaries
10	Bird & Wildlife Spotting
11	Hobbies
12	Ocean Conservation

PETA @peta
The Vegan Society @TheVeganSociety
PETA UK @PETAUK
League Against Cruel Sports @LeagueACS
Vegan @vegan
Animal Aid @AnimalAid
Animal Watch @Animal_Watch
Vegan Cooking @vegancook101
World Animal Protection @MoveTheWorld
Your Daily Vegan @YourDailyVegan

## PET PROTECTION 847,628 postcodes care



RANK	INTEREST
1	Pets & Animals
2	Animal Charities
3	Philanthropy
4	Nature Conservation
5	Sustainability
6	Bird & Wildlife Spotting
7	Documentaries
8	Hobbies
9	Vegetarian
10	Climate & Green Issues
11	The Great Outdoors
12	Travel & Leisure

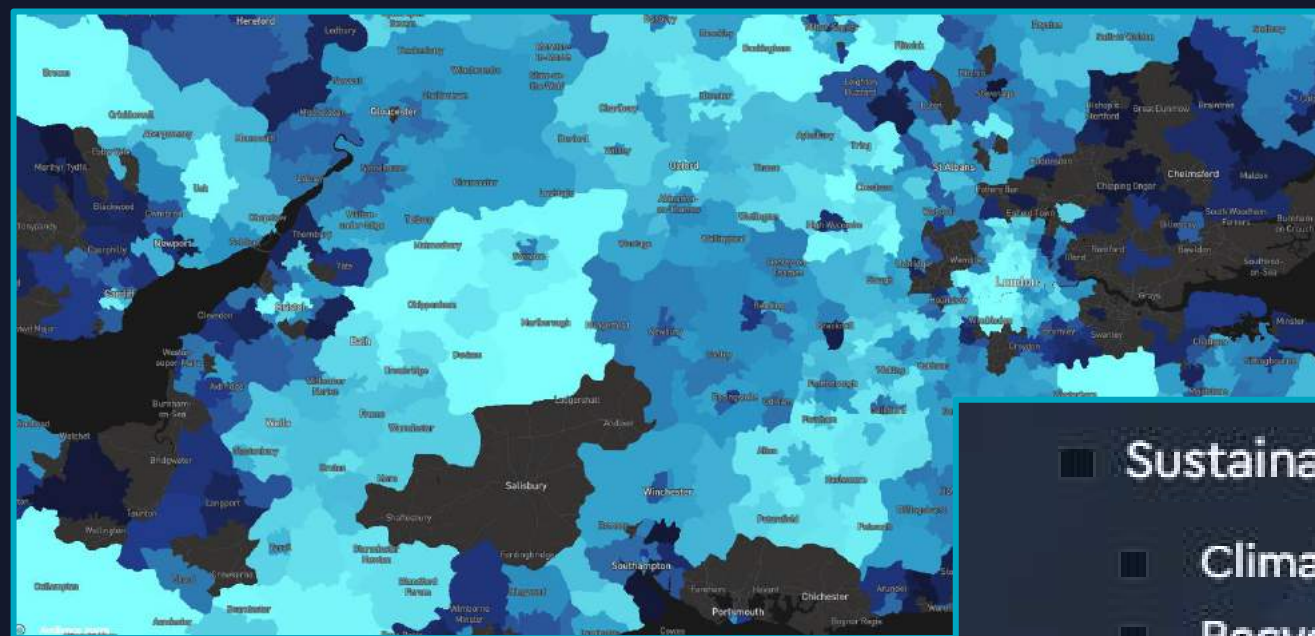
Cats Protection @CatsProtection
PDSA @PDSA_HQ_
Blue Cross @The_Blue_Cross
Pets at Home @PetsatHome
Dogs Trust @DogsTrust
RSPCA (England & Wales) @RSPCA_official
Battersea @Battersea_
Animal Watch @Animal_Watch
Dogs Today @Dogs_Today
Wood Green, The Animals Charity @Wood_Green



# FIND THE CUSTOMERS WHO CARE: ENVIRONMENT

- ♥ Starcount profile 30 million people in the UK and what they care about
- 🧠 Our models show how likely each postcode is to care about the environment
- 🎯 Use this data to **find the customers who care** for CRM, Mail, OOH, TV and digital.

RANK	BRANDS	PENETRATION	GROWTH
1	Siemens Energy @Siemens_Energy	26.3%	0.8%
2	Good Energy @GoodEnergy	32.4%	1.0%
3	ecotricity @ecotricity	20.9%	1.2%
4	BloombergNEF @BloombergNEF	8.9%	6.1%
5	EDF GB @edfenergy	15.1%	3.4%
6	SolarWorld USA @SolarWorldUSA	2.9%	-1.3%
7	Carbon Tracker @CarbonBubble	7.6%	10.0%
8	E.ON Energy UK @eonenergyuk	13.6%	2.2%
9	Siemens Gamesa @SiemensGamesa	3.2%	17.0%
10	NRG Energy, Inc. @nrgenergy	1.8%	0.0%



- Sustainability
- Climate Change
- Recycling & Plastic Free
- Renewable Energy
- The Environment

Find the customers who care:  
**RENEWABLE ENERGY**  
882,206 postcodes

INTEREST	PENETRATION	GROWTH
Renewable Energy	42.4%	1.7%
Climate & Green Issues	78.1%	0.4%
Planet Protection	8.0%	0.3%
Sustainability	87.7%	0.5%
Property & Construction	25.5%	-0.2%
Nature Conservation	37.3%	0.1%
<b>House &amp; Home</b>	<b>50.7%</b>	<b>0.0%</b>
Architecture	16.6%	-0.4%
Business Strategy & Consultancy	10.9%	-0.7%
Finance	53.2%	0.1%

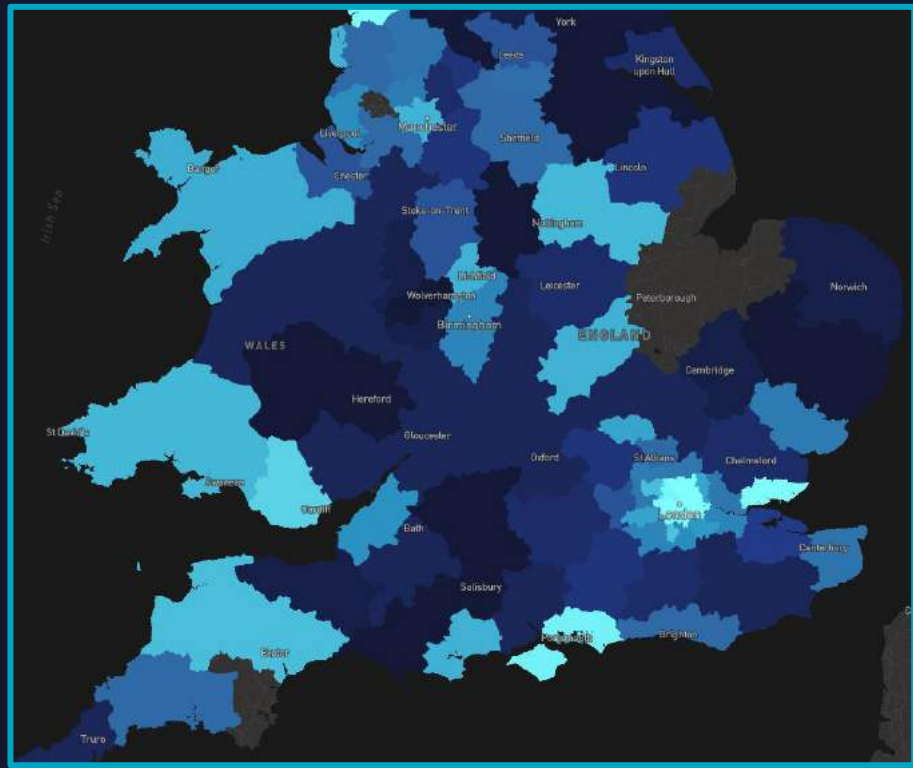
**HOUSE & HOME**

- EDF GB  
@edfenergy
- E.ON Energy UK  
@eonenergyuk
- OVO Energy  
@OVOEnergy
- Smart Cities Dive  
@smartcitiesdive
- Building Centre  
@BuildingCentre
- Building News  
@BuildingNews
- British Gas  
@BritishGas
- Atkins  
@atkinsglobal

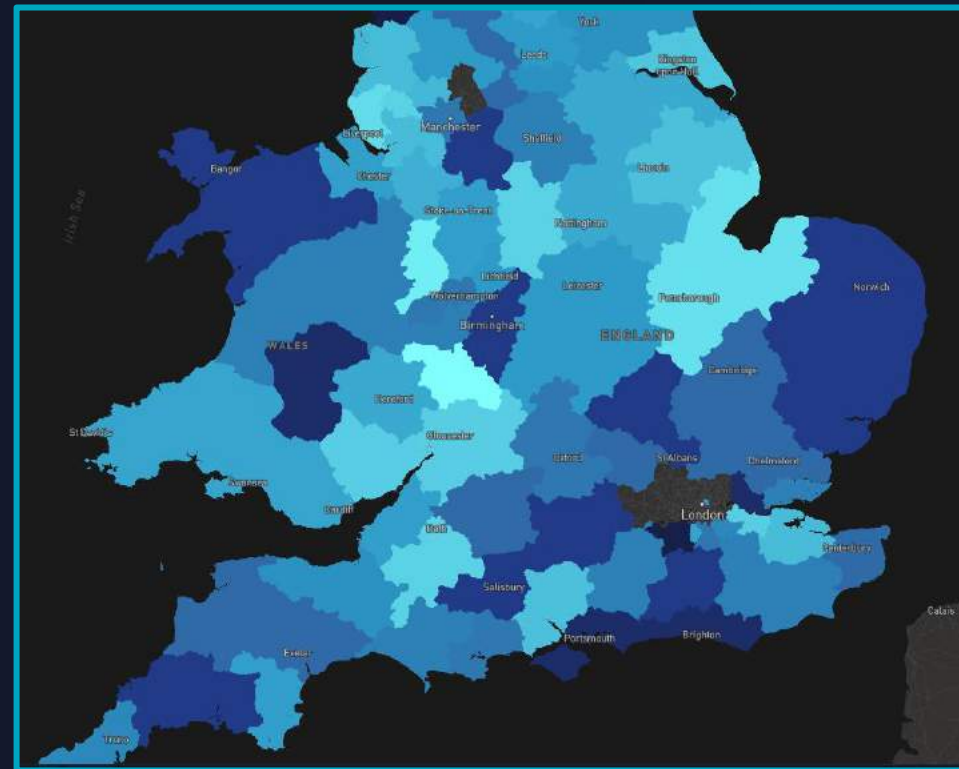
# FIND THE CUSTOMERS WHO CARE: HOUSE & HOME

- ♥ Starcount profile 30 million people in the UK and what they care about
- 🧠 Our models show how likely each postcode is to care about mindsets within **House & Home**
- 🎯 Use this data to **find the customers who care** for CRM, Mail, OOH, TV and digital.

- House & Home
  - Architecture
  - Buying a Home
  - DIY
  - Furniture
  - Gardening
  - House & Home
  - Interior Design
  - Property & Construction



Find the customers who care:  
**INTERIOR DESIGN**  
808,511 postcodes



Find the customers who care:  
**DIY**  
958,901 postcodes











RANK	BRANDS	PENETRATION	GROWTH
1	Cath Kidston @Cath_Kidston	8.0%	0.7%
2	LOVE IT Interiors @LoveItInteriors	6.5%	0.5%
3	IKEA UK @IKEAUK	3.8%	40.6%
4	dwell @dwell	4.2%	1.3%
5	Laura Ashley @LauraAshleyUK	3.7%	2.9%
6	Fortnum & Mason @Fortnums	3.5%	10.2%
7	John Lewis & Partners @JohnLewisRetail	10.5%	4.2%
8	Design London @designlondon	3.8%	0.3%
9	M&S @marksandspencer	12.1%	4.7%
10	Telegraph Gardening @TeleGardening	3.0%	4.4%
11	Liberty London @LibertyLondon	5.7%	0.3%
12	Duck Egg @duck_egg	2.8%	-1.5%
13	Dunelm @DunelmUK	2.5%	22.1%
14	notonthehighstreet @notonthehighst	4.7%	-0.6%
15	Farrow & Ball @FarrowandBall	2.7%	2.6%

# FIND THE CUSTOMERS WHO CARE: UTILITIES & FINANCE

- ♥ Starcount profile 30 million people in the UK and what they care about
- 🧠 Our models show how likely each postcode is to care about **lifestyle mindsets**
- 🎯 Use this data to **find the customers who care** for CRM, Mail, OOH, TV and digital.

- Finance
  - Accountancy
  - Economics
  - Finance
  - Financial Technology
  - Insurance
  - Investment
  - Personal Finance
  - Trading

- Lifestyle
  - Celebrity Gossip
  - Cosplay
  - Coupons & Saving Money
  - Dating & Relationships
  - Family & Parenting
  - Finding a Job
  - Gambling & Casinos
  - Lifestyle
  - Lifestyle Tips
  - Pets & Animals
  - Piercing & Tattoos
  - Self Improvement
  - Shopping
  - Socialising
  - Weddings & Getting Married

RANK	BRANDS
1	 a16z @a16z
2	 Sequoia @sequoia
3	 Accel @Accel
4	 Greylock @GreylockVC
5	 World Bank @WorldBank
6	 Balderton Capital @balderton
7	 Kleiner Perkins @kleinerperkins
8	 Wunderman Thompson @WunThompson
9	 PayPal @PayPal
10	 Goldman Sachs @GoldmanSachs

Finance for Tech Adopters

RANK	BRANDS
1	 Nectar @nectar
2	 Protect Your Bubble @protectyrbubble
3	 1st CENTRAL @1stCentral
4	 NFU Mutual @nfum
5	 MoneySuperMarket @MoneySupermkt
6	 NatWest @NatWest_Help
7	 Lloyds Bank @LloydsBank
8	 Virgin Money @VirginMoney
9	 Comfort Insurance @ComfortCover
10	 Santander UK @santanderuk

Finance for Family Values

RANK	BRANDS
1	 Protect Your Bubble @protectyrbubble
2	 1st CENTRAL @1stCentral
3	 Nectar @nectar
4	 MoneySuperMarket @MoneySupermkt
5	 Vitality UK @Vitality_UK
6	 Virgin Money @VirginMoney
7	 AXA Health @AXAHealth
8	 a16z @a16z
9	 Confused.com @Confused_com
10	 MastercardUK @MastercardUK

Finance for Health Conscious

STARCOUNT

THANK YOU

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[www.starcount.com](http://www.starcount.com)