



Banking

Acxiom Germany > Finance > Financial Services > Banking > ...

This element indicates which banking services a person highly likely uses.

- 01: Online Banking
- 02: Credit Cards
- 03: Loans
- 04: Home Owner (House)
- 05: Home Owner (Flat)
- 06: Mortgaging
- 07: Investments
- 08: Experienced Investor
- 09: Starting Investor
- 10: Shares, Certificates, Warrants
- 11: Gold
- 12: Offensive Investment Strategy
- 13: Defensive Investment Strategy
- 16: Charged Giro
- 17: Saver

Insurance

Acxiom Germany > Finance > Insurance > ...

This person is highly likely to have a certain insurance product.

- 01: Endowment Insurance
- 02: Direct Insurance
- 03: "Riesterrente"
- 04: Private Health Insurance ("PKV")
- 05: Private Supplementary Health Insurance
- 06: Statutory Health Insurance
- 07: Legal Expenses Insurance
- 08: Life Insurance
- 09: Annuity Insurance
- 10: Disability Insurance
- 12: Household Insurance
- 13: Fully Comprehensive Insurance

Promptness of Payment

Acxiom Germany > Finance > Financial Services > Credit Rating > Creditworthiness > ...

This element indicates the creditworthiness of a person.

- 01: Average
- 02: Above Average
- 03: Good



Affluency

Acxiom Germany > Income & Wealth > Affluency > ...

This household is highly likely to be affluent.

- 01: Affluent

Income

Acxiom Germany > Income & Wealth > Income > ...

This element indicates the monthly net income of an household.

- 01: Estimated Monthly Net Income 2.000 to 2.600 EURO
- 02: Estimated Monthly Net Income 2.600 to 3.600 EURO
- 03: Estimated Monthly Net Income 3.600 to 5.000 EURO
- 04: Estimated Monthly Net Income More Than 5.000 EURO

Income—Granular Bands

Acxiom Germany > Income & Wealth > Income Granular > ...

This element indicates the monthly net income of an household.

- 05: Estimated Monthly Net Income 2.000 to 2.500 EURO
- 06: Estimated Monthly Net Income 2.500 to 3.000 EURO
- 07: Estimated Monthly Net Income 3.000 to 3.500 EURO
- 08: Estimated Monthly Net Income 3.500 to 4.000 EURO
- 09: Estimated Monthly Net Income 4.000 to 4.500 EURO
- 10: Estimated Monthly Net Income 4.500 to 5.000 EURO
- 11: Estimated Monthly Net Income More Than 5.000 EURO

Net Worth

Acxiom Germany > Income & Wealth > Net Worth > ...

This element indicates the net worth of an household.

- 01: Estimated Net Worth 25.000 to 50.000 EURO
- 02: Estimated Net Worth 50.000 to 100.000 EURO
- 03: Estimated Net Worth 100.000 to 250.000 EURO
- 04: Estimated Net Worth 250.000 EURO and More



Purchasing Power

Acxiom Germany > Income & Wealth > Purchasing Power > ...

This element indicates the purchasing power of an household.

- 03: Medium Purchasing Power
- 04: High Purchasing Power
- 05: Very High Purchasing Power