

# Case Study

## Leading membership retailer

**OBJECTIVE:** A leading membership retailer wanted help understanding the importance of display advertising had on driving member acquisition

**SOLUTION:** Experian designed & executed a multi-channel campaign in coordination with their peak fall enrollment drive targeting likely members across:

- A. **Targeted Display Only** (1MM)
- B. **Direct Mail + Targeted Display** (300K)
- C. **Direct Mail Only** (1.6MM)
- D. **Control, Unexposed Target** (7MM)

**RESULTS:** Incremental performance was significantly higher for groups receiving targeted display:

- **10.8%** Increase in acquisition from adding targeted display to DM (Groups B & C)
- **39.5%** Increase in acquisition from targeted display (Groups A & D)

### IMPACT OF DISPLAY ON MEMBERSHIP



**Display Only**

**1.08%**

Membership  
Increase



**DM + Display**

**1.99%**

Membership  
Increase



**DM Only**

**1.8%**

Membership  
Increase



**Control**

**0.77%**

Membership  
Increase