

# Increase holiday revenue through audience insights and targeted online marketing programs

AudienceView<sup>SM</sup> delivers insights that power holiday marketing results.

In this use case, we identified two behavioral based segments — Holiday Toy Shoppers and Regular Toy shoppers — and reviewed actual data on these segments. We applied these findings to a fictional toy retailer and how the insights would drive revenue for their holiday season.

## Overview

A fictional toy retailer, BobsToys.com, was challenged to compete with large online and offline retailers to drive revenue during the holiday buying season. A successful holiday campaign was the difference between a profitable year and having to make hard choices about the future of the company.

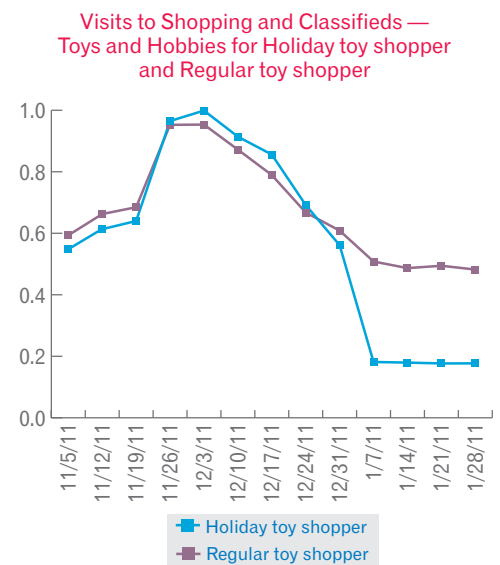
## Challenges

- Understand the online behavior of holiday shoppers
- Successfully identify holiday toy shopper segments
- Increase site conversion rates while driving qualified traffic at a low cost
- Identify key words that drive the most traffic to industry websites
- Pinpoint specific advertising partners and marketing opportunities to reach high value consumers

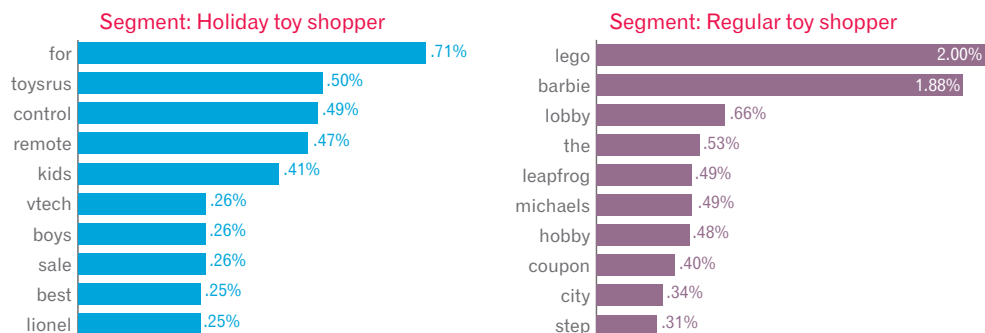
## Solution

As an online retailer, BobsToys.com competes with much larger brick and mortar companies and online retailers to get holiday toy buyers' attention and to earn their business. To break through the clutter and drive revenue from their online advertising, BobsToys.com worked with Experian Hitwise to develop a holiday season marketing strategy that would target high value consumer segments with messages and offers that were engaging and ultimately drive on-site purchases.

BobsToys.com knew that they attracted a different shopper during past holiday seasons than they do the rest of the year. By comparing consumers who only shop for toys during the holiday season against those who shop for toys year-round, Experian Hitwise found that the holiday shoppers are less likely to be made up of parents and more likely to be grandparents or aunts/uncles. Starting the week after Black Friday and ending the week before Christmas, toy shopping makes up a higher percentage of holiday-only shoppers online behavior when compared to that of year-round toy shoppers.



BobsToys.com also learned that these holiday-only toy shoppers are more likely to use search engines, visit reward and directory sites, shop at department stores and visit business and finance sites. And as they search for what toys to buy, they are more likely to look for broad categories of ideas and seek online advice and recommendations.



**To maximize holiday revenue from the holiday-only toy shoppers, BobsToys.com developed a plan:**

- Target campaigns at holiday-only toy buyers from the week after Thanksgiving to the week before Christmas
- Engage these consumers with messages that offer information and advice on what to buy
- Advertise on comparison shopping engines, and business and finance sites
- Provide buying help with “best” lists, reviews and “toys for gender/age” on landing pages and search results pages on their website

**Results:**

BobsToys.com could now implement a strategy that targeted the holiday-only toy buyers and in turn increase site traffic, conversion rates and develop a base of customers on which they can build an even more successful program next season.



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