

Case Study – Men’s Retailer

Millennial Acquisition

- **Objective:** A high-end men’s retailer wanted to develop a marketing strategy for targeting millennials
- **Solution:** Conducted a Media/Conversion Channel analysis focused on understanding channel receptivity of Millennials
 - Experian’s *Primary Research* & *True Touch* data proved the key differentiator
- **Results:** Identified optimal Media/Conversion Channel(s) to target with future contact strategy
- *True Touch* provided insights on creating personalized content to drive brand engagement among Millennial males:
 - **Preference for the following *Media Channels*:**
 - Internet Radio, Mobile Display/Video, & Internet TV
 - **Preference for the following *Conversion Channels*:**
 - Online Bidding Marketplace, as well as Brick & Mortar

Millennial Males Vs. US Population

Demographics



\$69K
Avg. Income
95



40% are
Married
69



47% are
Renters
155

Conversion Preference



40% Online
Bidding
155



47% Brick
& Mortar
127

Top Mosaic



21% Singles
& Starters
391

Media Preferences



67% Mobile
Display
225



64% Internet
TV
174



60% Internet
Radio
175