

# Case Study

## Millennial Acquisition Strategy

**Objective:** A high-end networking retailer wanted help developing a marketing strategy for growing their millennial guests

**Solution:** Conducted a market analysis focused around both their existing millennial guests as well as all ConsumerView millennials

**Results:** Developed a short & long-term targeting strategy to succeed among this key customer group

- **Short-Term Strategy** – Identified audience pre-selects within key Mosaic segments for quick digital deployment
- **Long-Term Strategy** – Develop dual profile models for deployment across a variety of channels
  - Model existing Millennial customers
    - **Promising Families & Flourishing Families**
  - Model Millennials with high potential who fall outside of the existing brand footprint
    - **Singles & Starters**

## Client Millennials Vs. US Millennials

### Demographics



67% have children  
116



60% are married  
103



83% are homeowners  
138

### Media Preferences



50% Mobile Display  
75



73% Prefer TV  
136



71% Satellite Radio  
150

### Top Millennial Prospects



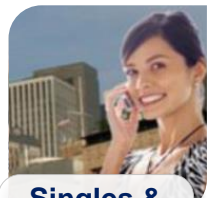
**Promising Families**

Client: 14%



**Flourishing Families**

Client: 13%



**Singles & Starters**

Client: 12%