

Case Study

Crafting Personas & Strategy

Objective: Major discount department store wants to identify groupings of their loyalty customer base and profile those segments to

- Guide their marketing strategy; &
- Differentiate between customers and their respective purchase patterns

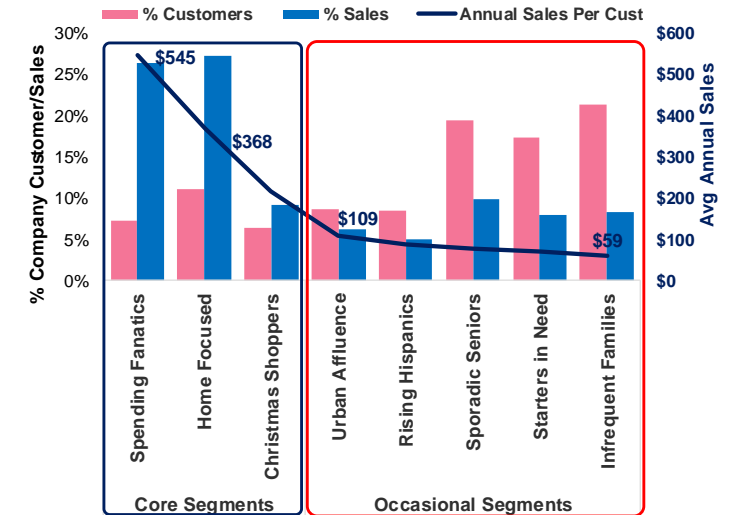
Findings: Identified eight distinct customer personas using transactional and ConsumerView data

- **Core Segments:** 26% Customers & 64% Sales
- **Occasional Segments:** 74% Customers & 36% Sales

Recommendation: Focus prospect efforts on migrating customers into core segments

- Used Mosaic to identify those groups most likely to become, **'Spending Fanatics'**
- Indexed proportion of customers in Spending Fanatics against all customers
- **Middle-Class Melting Pot** & **Thriving Boomers** had highest index;
- These top Mosaic Groups were targeted with upsell offers.

Customer Segments



Top Prospecting Targets

