

Case study

Travel agency

OBJECTIVE: A travel agency wanted help targeting likely visitors to their client's tourist destination

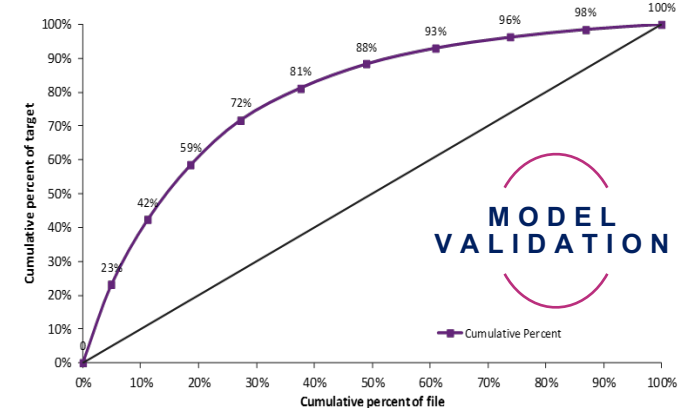
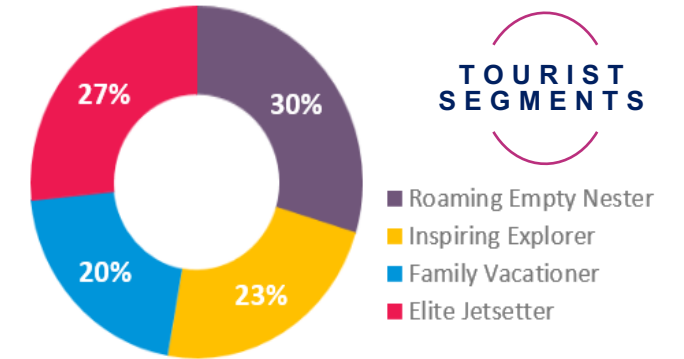
SOLUTION: Experian's Custom Analytics team identified four demographic segments following an analysis of visitor and Experian data assets:

- **Roaming Empty Nester:** Thriving boomers, aged 55 & up with average incomes \$90K
- **Inspiring Explorer:** Likely aged 35-64 with average income \$95K, preferring family restaurants and likely dog owners
- **Family Vacationer:** Family Union, Suburban Style Mosaic groups with kids in household & income around \$100K
- **Elite Jetsetter:** Flourishing Family, Power Elite Mosaic groups aged 45-64 with average income over \$200K

RESULTS: A likely to visit model allowed client prospecting to be easily managed through *Audience Engine*

- **Top Tier Prospects** – Top 3 model deciles received personalized messages based on respective tourist segment

AUDIENCE ENGINE TARGETING



Model Validation by Tourist Segment				
Model Tier	Roaming Empty Nester	Inspiring Explorer	Family Vacationer	Elite Jetsetter
Top 3 Model Tiers	66%	69%	71%	77%
Bottom 7 Model Tiers	34%	31%	29%	23%
	100%	100%	100%	100%