Case study
Young retailer

OBJECTIVE: A promising young retailer is struggling to grow their customer base but uncertain about their customer make-up and the ideal channels to target.
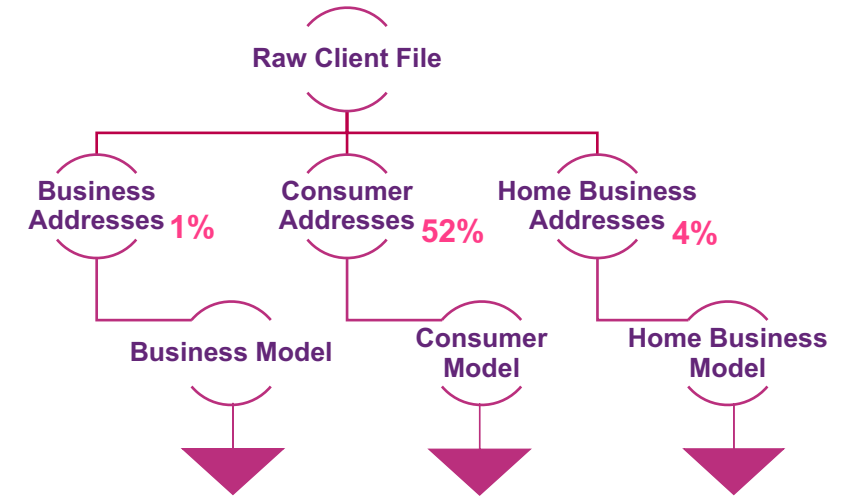
SOLUTION: Experian's expert, Custom Analytics team was able to bring together business and consumer data to identify:

- **Customer Groups** – Based on address data provided, Experian subset their customer base into which accounts were *business*, *consumers* and *home businesses*.

- **Lookalike Models** – High performing targeting solutions were devised from prior campaigns and developed for each customer group.

RESULTS: By using these customer groups, custom targeting solutions and channel flexibility, this young retailer was able to provide their sales force with purchase and marketing preferences as well as areas for growth.

- **Channel Mix** – Retailer has the ability to market to each customer group in their preferred channel. *Facebook for Consumers* and *Direct Mail for the businesses*.

DATA ANALYSIS TO MODELING

Raw Client File

Business Addresses **1%** · Consumer Addresses **52%** · Home Business Addresses **4%**

Business Model · Consumer Model · Home Business Model

Model Tier	Business Model	Consumer Model	Home Buisiness Model
A	Top	Top	Top
B	Top	Top	Top
C	Mid	High	High
D	Bottom	High	High
E	Bottom	Mid	Mid
F		Mid	Mid
G		Low	Low
H		Low	Low
I		Bottom	Bottom
J		Bottom	Bottom

Model Selection Guide

MARKETING CHANNELS

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