Case Study
Major department store

Problem: Identify groupings of loyalty customer base and profile those segments to
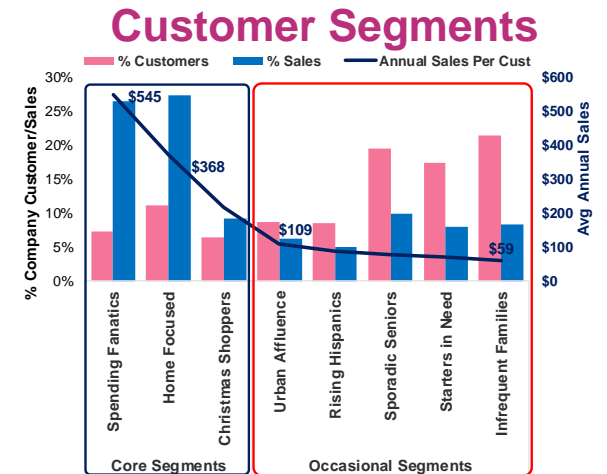
- Guide their marketing strategy
- Differentiate between customers and their respective purchase patterns

Solution: Identified eight distinct customer personas using transactional and ConsumerView^{SM} data

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

Results: 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

Middle-Class Melting Pot
5% of Core Customers

Thriving Boomers
10% of Core Customers

All figures based on original case study, which is a snapshot in time

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