

# A retailer used Experian's purchase-based data to identify top category buyers at similar retailers. This led to +50% YoY sales increase

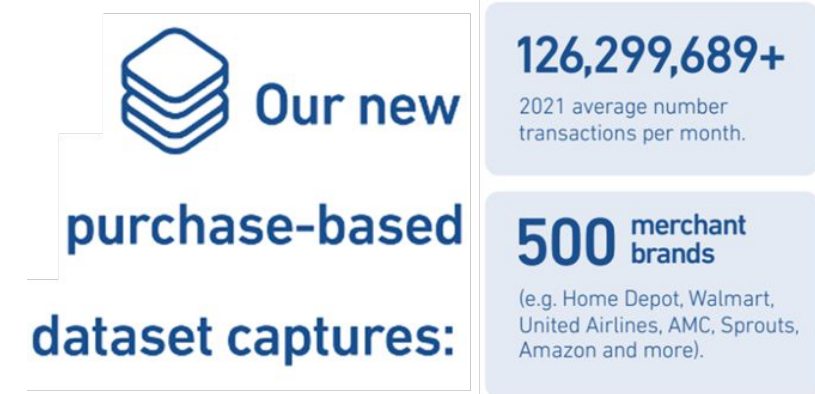
**Objective:** A mass retailer needed help driving sales of non-essential categories like apparel and accessories.

**Solution:** Experian's Custom Analytics team utilized Experian's purchase-based data to identify top category buyers at similar retailers:

- **Profile Models** were built on Experian Marketing Data, elements to predict likelihood of being a high-spender at both department stores identified:
  - Dept. Store A: Model driven by 2+ adult households aged 40-64 with an estimated income between \$50-\$150k.
  - Dept. Store B: Model driven by females aged 45-64 living in homes estimated at over \$450,000.

**Results:** Client utilized these models to promote marketing initiatives focused on redesigning their apparel and accessory lines.

- Utilization of marketing tools like these lead to apparel being their largest gain; a year over year increase in category sales over 50%.



**Our new purchase-based dataset captures:**

- 126,299,689+ 2021 average number transactions per month.
- 500 merchant brands (e.g. Home Depot, Walmart, United Airlines, AMC, Sprouts, Amazon and more).

