Case Study
Auto parts retailer

Objective: An auto parts retailer wanted help comparing a new market for expansion through profile analysis against successful markets

Findings: Compared demographics, credit, & automotive statistics across CBSA to align similar shopping, economic, & media activity

Identified optimal messaging strategy using celebrity endorsements to emphasize image and style

All four markets were similar, but two of the targeted markets showed key differences:

- **Riverside:** Higher educational attainment, higher housing values skewing towards higher valued Mosaic® segments

- **Visalia:** Younger households with lower education, income, & home values skewing towards lower valued Mosaic segments

Results: Client now has an expansive data driven portrait of expansion markets & successful markets

- Expansion recommended into the new market

Differences Within Markets

69% have children (+20%)

75% are married (+2%)

70% are homeowners (-4%)

True Touch Touch Points

ConsumerView Bakersfield Fresno Riverside Visalia

Estimated Current Home Value

$1 - $59,999 $60,000 - $99,999 $100,000 - $159,999 $160,000 - $199,999
$200,000 - $349,999 $350,000 - $449,999 $450,000+

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