

Case Study

Broadcast service provider

OBJECTIVE: A broadcast service provider wanted help improving their ongoing addressable media campaigns.

- Required the speedy identification of promising campaign groups

SOLUTION: Non-parametric classification trees were created due to their repeatability, flexibility & speed to market.

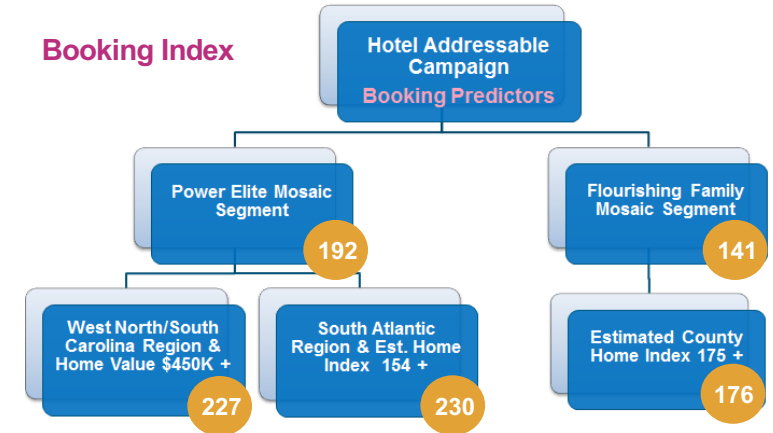
- Models leveraged Experian and partner data assets for optimal performance

RESULTS: Recent examples across two disparate industries identified promising campaign groups that afford:

- **Optimal placement of ads** to households likely to purchase resulting in more effective campaigns
- Easily understood models that marketing managers can leverage to **optimally tailor their ad buy**
- Encouraging results for industries like auto, that make traditional models impractical due to the limited number of new buyers

HOTEL CAMPAIGN TREE MODEL

Booking Index



AUTO CAMPAIGN TREE MODEL

Purchase Index

