

Case Study

Communications services company

Company: Communications services company serving 54.6 million connections

Objective: Help the organization better understand and differentiate its target audiences—beyond demographics and geography—in order to acquire new customers and better engage existing ones.

Solution: The company used its own survey and focus group data in combination with Experian's **ConsumerViewSM** database and **Mosaic[®]** lifestyle segmentation data to build algorithms and create descriptive personas.

Once built, the algorithm was applied, enabling the brand to illustrate the top 10 Experian variables that were top predictors of each of their customer segments. They can now say that “American Royalty is the top driver” and use imagery and text to tell a story about their best customer, enabling the brand to effectively communicate their best customers internally and successfully engage externally.

Result: Increased new customer acquisitions and retention

