Case Study
High-end retailer

**Problem:** A high-end networking retailer wanted help developing a marketing strategy for growing their millennial guests

**Solution:** Conducted a market analysis focused around both their existing millennial guests as well as all ConsumerView® millennials

**Results:** Developed a short & long-term targeting strategy to succeed among this key customer group

- **Short-Term Strategy** – Identified audience pre-selects within key Mosaic segments for quick digital deployment
- **Long-Term Strategy** – Develop dual profile models for deployment across a variety of channels
  - Model existing Millennial customers
    - Promising Families & Flourishing Families
  - Model Millennials with high potential who fall outside of the existing brand footprint
    - Singles & Starters

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**Client Millennials Vs. US Millennials**

**Demographics**
- 67% have children
  - CV: 28%
  - Client: 14%
- 60% are married
  - CV: 28%
  - Client: 13%
- 83% are homeowners
  - CV: 28%
  - Client: 14%

**Media Preferences**
- 50% Mobile Display
- 73% Prefer TV
  - 136
- 71% Satellite Radio
  - 150

**Top Millennial Prospects**
- Promising Families
  - CV: 28%
  - Client: 14%
- Flourishing Families
  - CV: 28%
  - Client: 13%
- Singles & Starters
  - CV: 28%
  - Client: 12%

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