

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 ConsumerViewSM 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**

Client Millennials Vs. US Millennials

Demographics



67% have children
116



60% are married
103



83% are homeowners
138

Media Preferences



50% Mobile Display



73% Prefer TV
136

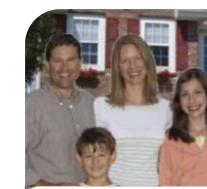


71% Satellite Radio
150

Top Millennial Prospects



Promising Families
Client: 14%



Flourishing Families
Client: 13%



Singles & Starters
Client: 12%