

Case study

Home goods retailer

OBJECTIVE: A home goods retailer wanted to understand demographic changes in its consumer base over time in order to better inform & direct store level decisions

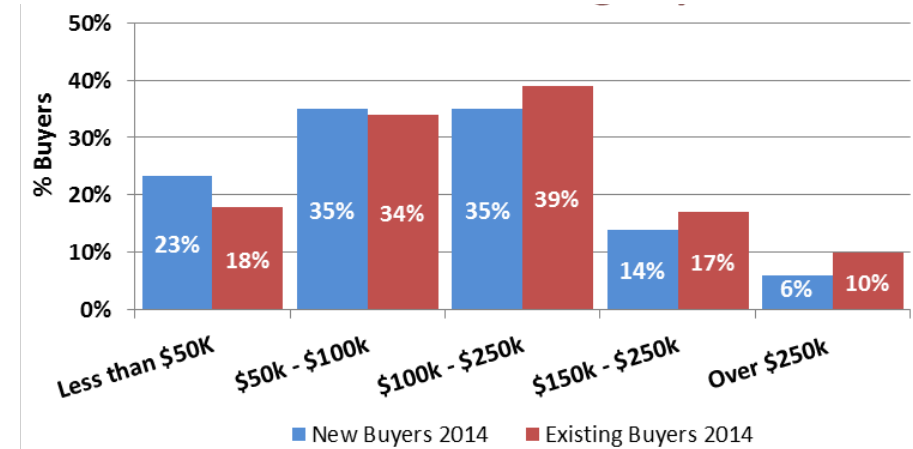
SOLUTION: Identified key differences while comparing **New Customers** acquired over last year with **Existing Customers**:

- **New Customers:** Trending younger (aged 44) with a lower household income & education
- **Existing Customers:** Likely older (aged 48) with higher incomes & education

RESULT: Client tailored messaging & targeting efforts for New versus Existing customers in order to capitalize on demographic & Mosaic shifts found in report

- **Recommended:** Continued tracking of demographic trends of its customers

INCOME - NEW VS. EXISTING CUSTOMERS



CHANGES AMONG TOP MOSAIC GROUPS

