Case Study
Hotel chain

Objective: **A well known hotel chain wanted help launching a new brand targeting millennials.**

- After completing a primary research segmentation solution, the hotel chain partnered with Experian® to map their 6 segments onto ConsumerView℠ for prospecting

- The client's ideal customers are seen in 3 primary survey segments:

  - **Life Loving Connectors, Social Optimists, & Stressed Status Seekers**

Solution: Using ConsumerView elements, Experian built look-a-like models for each segment

- Households were assigned a segment based on model scores and Mosaic® types

- **TrueTouch was utilized to identify best channel and messaging themes for these primary segments**

Results:

- Models showed a **92% improvement** in assignment over a random selection

- Top 3 tiers among primary segments were used for prospects on Facebook®

TrueTouch Touchpoints

Categories (top to bottom): It's all in the name, A penny saved, a penny earned, Work hard, play hard, Stop and smell the roses, Look at me now, On the Road Again, Never Show up Empty Handed, No time like the present, Go with the Flow, Show me the Money, Buy American

Legend: Life Loving Connectors, Social Optimists, Stressed Status Seekers, Consumer-View Filtered

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